

# *The* NATIONAL UNDERWRITER

*Life Insurance Edition*



## What is the man who sells Living Insurance doing here?

He's not bird-watching. This man who sells *Living Insurance* is giving many hours of his spare time to a great civil defense organization — the Ground Observers Corps.

Again and again where good neighbors share the load in community projects — Red Cross, PTA, Community Chest and many others — the Man from Equitable is a willing volunteer. After work, he shows the same spirit of service that marks his business day.

As a life underwriter, he spends

his working hours thinking of others — their hopes, their fears, their plans for their children and for their own future. The Man from Equitable shows them how to turn these dreams into happy reality — with *Living Insurance*. This is a modern insurance that stresses benefits *for the living*. Benefits for the policyholder himself while *he* lives. If he dies, benefits for the family that lives on after him.

This concept of *Living Insurance* is dynamic—a real aid that simplifies

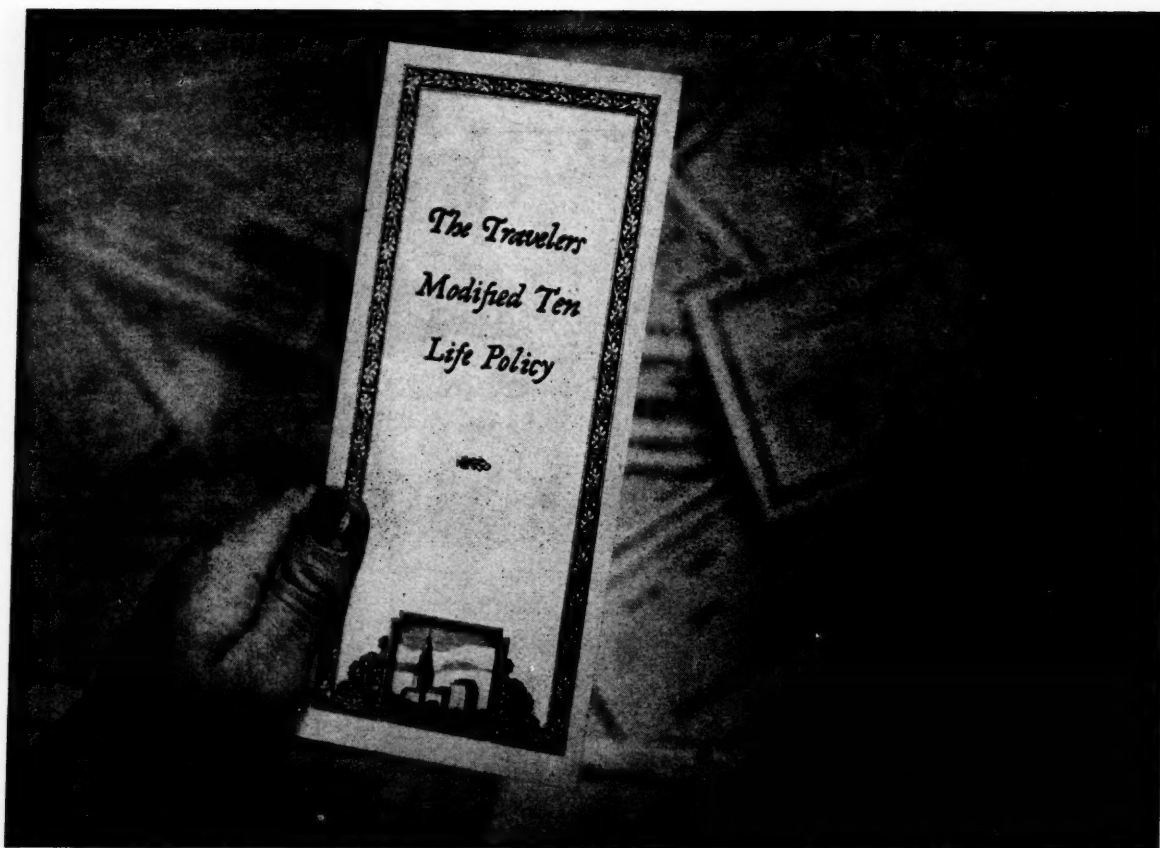
the work of the Life Underwriter. It is a positive approach to selling that can lead to constantly increasing success in building sales volume.

And in making his daily calls the Man from Equitable can count on a return that is more than money. It comes from the knowledge that more and more families live without fear of the future because of the *Living Insurance* he has sold them.

This is the big reward of service — a reward that makes hard work worthwhile.

THE **EQUITABLE** LIFE ASSURANCE SOCIETY OF THE U. S.  
Home Office: 393 Seventh Avenue, New York 1, N. Y.

**FRIDAY, APRIL 13, 1956**



## BRING YOUR LIFE BUSINESS INTO FOCUS WITH MODIFIED TEN ... ANOTHER GUARANTEED COST CONTRACT FROM THE TRAVELERS

When you sell The Travelers "Modified Ten" permanent life insurance policy, you'll encourage comparison and welcome competition. By focusing on this industry leader, you'll surely enlarge your life account. Over the first ten years rates are exceptionally low yet the "Modified Ten" is a permanent policy providing cash and loan values, paid-up insurance, etc. And, of course, as with all Travelers contracts, total premium costs are guaranteed.

Sales and promotional material are available to help you before, during and after the sale. And Travelers national advertising in leading magazines backs you up every month of the year.

See your Travelers Life Manager or General Agent for the exciting details of The Travelers "Modified Ten." He's as near as your telephone.

*The Good Things in Life are Guaranteed*

# THE TRAVELERS

HARTFORD CONNECTICUT

*All forms of personal and business insurance  
including Life • Accident • Group  
Automobile • Casualty • Fire • Bonds*

# The NATIONAL UNDERWRITER

60th Year, No. 15  
April 13, 1956

The National Weekly Newspaper of Life Insurance

## Pru Files Charges, Says Union Induces Contract Violations

**Harassing Operations and  
Refusal to Bargain in Good  
Faith Cited to NLRB**

NEWARK—Prudential Monday filed charges of unfair labor practices with the national labor relations board at New York against the Insurance Agents International Union (AFL-CIO) and its officers. The accusations included harassing the company's operations and refusing to bargain in good faith.

Contract negotiations in Washington, D.C., have been in progress since Jan. 16 and are still continuing. They affect some 15,000 district agents in 33 states and the District of Columbia. The previous contract expired March 18.

Since that date while collective bargaining negotiations were in progress, the company said, the union, its officers and district agents, at the direction of the union, "have been and are engaging in and instigating and inducing slow-downs, sit-downs, work stoppages, mass refusals to report to work on time, mass refusals to leave company premises when directed, denying to the public and employees of the company ingress and egress to and from the company premises, displaying placards and distributing leaflets containing false, derogatory and injurious allegations against the company calculated to bring the company into disrepute and damage its reputation and good will with its policyholders and the general public."

Moreover, they have been inducing the district agents to "breach their written contract of employment" with the company, Prudential said.

The company said that these acts were part of the union's program to "restrain and coerce employees in the exercise of the rights" guaranteed under the labor relations management act, and therefore "constitute an unfair labor practice."

"By such acts and other acts the labor organizations and their officers have refused and continue to refuse to bargain in good faith although certified to do so, all of which constitutes an unfair labor practice pursuant to section 8 (b) (3) (as defined in section 8 (d)), the company said.

The charges were filed by Silver & Bernstein, New York attorneys, on behalf of Prudential.

In commenting on the charges filed, the company said that the union's actions made it necessary to resort to legal proceedings to protect the best interests of the policyholders and the company.

## Humphreys Reappointed Mass. Commissioner

Gov. Herter has reappointed Joseph A. Humphreys Massachusetts insurance commissioner for a three-year term. His salary is \$12,500 a year.

## TWO NEW V-PS

### Boardman Moves Up, Stillman President of Wisconsin National

R. P. Boardman has been elevated to chairman of Wisconsin National Life and he is succeeded as president by W. Mead Stillman. Dr. E. B. Williams, medical director, and E. H. Metz, director of agencies, were named vice-presidents.

Mr. Boardman has served as president since 1946 when he succeeded his late father, General C. R. Boardman. His company affiliation began in 1942 when he was named to the board. He was appointed executive vice-president in 1945.

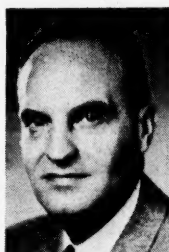
Mr. Stillman was named executive vice-president and general counsel last August. He started with the company in 1944 as assistant general counsel and a member of the board, advancing to general counsel in 1948.

Dr. Williams has served as medical director since 1946 and as a board member since 1950.

Before joining Wisconsin National in 1947 as assistant agency director, Mr. Metz was with another life company for 25 years. He later was promoted



R. P. Boardman



W. M. Stillman

to associate director of agencies and to director of agencies in 1953. He is a CLU.

Paid life business in 1955 amounted to \$17,332,496, up 22% over 1954. The equivalent annual A&H premiums were \$173,893, some \$35,000 less than in 1954. Total A&H premium collections, however, were \$1,056,027, a gain of about 4%. Life insurance in force reached \$130,204,543 at the year end, a gain of \$11,153,442, and assets amounted to \$30,125,076, an increase of 7.28%.

## Colonial Life in Force Exceeds \$400 Million; Records Set in 1955

Colonial Life insurance in force on April 1 exceeded \$400 million. Total insurance in force at year-end was \$393,779,173, up 142% in 10 years. Ordinary and weekly premium insurance in force increased a record \$31,623,236, up 25.2%, in 1955.

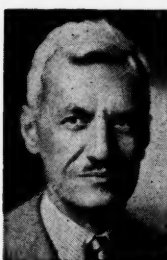
Assets rose to a record \$67,401,333, up \$5,103,577 in one year and up 116% in 10 years. Surplus reached a high of \$3,117,826, up 519% in the decade. Income for the year totaled \$14,445,530, compared to \$7,341,629 in 1945.

## BANKERS, IA., CHANGE

### McConney to Retire Nov. 30, Wartars to Be Successor

E. M. McConney, president of Bankers Life of Iowa, will retire Nov. 30 when he will be succeeded by Dennis N. Wartars, presently executive vice-president.

At a meeting of the board Tuesday, Mr. McConney expressed his desire to



E. M. McConney



Dennis N. Wartars

retire Nov. 30, his regular retirement date under the company pension plan. At that time, while he will continue on the board, he plans to do some extensive traveling.

John Helkenn and Robert E. Larson were named assistant secretaries and Raymond D. Hamill director of sales service.

Starting in insurance as an office boy with Manufacturers Life in 1911, Mr. McConney joined Bankers Life in 1919, advancing successively to the posts of assistant actuary, actuary, vice-president, executive vice-president and actuary, vice-president, executive vice-president and, in 1946, president. He is a fellow of Society of Actuaries and a past president of that group.

Mr. Wartars joined Bankers Life in 1920 and moved up through positions of added responsibility, becoming executive vice-president in 1946. He was made secretary of the board in 1946 and elected to membership on the board in 1948.

Mr. Wartars is a fellow of Society of Actuaries and has been active with that group. He is a past president of Life Office Management Assn.

Mr. Helkenn joined Bankers in 1946 and has been serving as planning supervisor since 1950. Starting with the company in 1948, Mr. Larson has been supervisor of the group underwriting division since 1952.

Mr. Hamill has been manager of sales promotion. He joined the company as an agent at Denver where he was appointed manager in 1948. He went to the home office in 1951.

## N. Y. Law Allows Companies to Make Foreign Investments

Gov. Harriman has signed a bill permitting New York insurance companies to invest up to 1% of their assets in foreign countries. The investments must be substantially like those which the companies are allowed to make in the U. S. The bill permits the investments to be made by life and other types of insurance companies. The companies did not endorse the bill.

## Neal Sees A&S Ad Rules Wiping FTC, Industry Slate Clean

**Offers Encouragement at  
LIAMA Chicago Meet;  
Hear Faulkner, Pansing**

Groundwork has been laid which should permit federal trade commission to withdraw from the field of A&S insurance advertising, Robert R. Neal, resident counsel at Washington for Bureau of A&H Underwriters and H&A Underwriters Conference, told the A&S meeting of LIAMA at Chicago.

Adoption of A&S advertising rules by FTC and effective administration by the states of the National Assn. of Insurance Commissioner rules "should spell the end of more complaints by the FTC," Mr. Neal stated. "A further result from industry compliance and cooperation with the rules," he added, "could be the dismissal of the pending cases and the vacating of the agreed orders" by FTC.

Mr. Neal who is scheduled to become general manager of Health Insurance Assn. of America at the organizational meeting in Cincinnati the latter part of this week, addressed the opening session of the LIAMA gathering. Other speakers at this session were E. J. Faulkner, president of Woodmen Accident & Life, slated to become the first HIA president, and T. R. Pansing, Nebraska director, who played a leading role in formulating the NAIC advertising rules.

The first evening there was an informal forum on the NAIC advertising rules by a panel of experts who

Harland L. Knight, agency vice-president of Paul Revere Life, was elected chairman of the LIAMA A&S committee to succeed W. W. Hartshorn, superintendent of agencies of Metropolitan.

New Members named to the committee were Leland C. Tallman, vice-president of California-Western States Life; E. S. Wescott, director of A&S sales promotion of Bankers Life of Nebraska; Richard W. Michaels, vice-president of Federal Life & Casualty, and Rex H. Anderson, director of sales promotion of New York Life.

worked with or on drafting committees. With Ardell T. Everett, Prudential, as moderator, participants were Milton A. Ellis, Metropolitan; S. P. Hutchinson, Washington National; D. S. McNaughton, Prudential; J. W. Scherr Jr., Inter-Ocean, and Mr. Pansing.

Mr. Neal in his talk cautioned that a change in the economic condition of the country could bring a greater demand for government intervention into medicine and insurance than ever before. "There is considered opinion that this demand does lie just below the surface," he said. He suggested such intervention can be forestalled through education of the public.

When the government cites "lack of  
(CONTINUED ON PAGE 12)



## Name Committee to Select Successor for Zimmerman

Selection of a successor to Charles J. Zimmerman as managing director of LIAMA has been placed in the hands of a special committee of eight LIAMA past presidents, with Cecil J. North, vice-president of Metropolitan, as chairman.

Mr. Zimmerman recently accepted the presidency of Connecticut Mutual. He is expected to leave LIAMA for his new post around the first of July.

LIAMA President Stanton G. Hale, vice-president for sales of Mutual of New York, said this committee was being asked to seek out the best qualified man, and to submit a recommendation to the board of directors at the earliest possible date.

Because of the far-reaching importance of the post, he said, the man selected must have had substantial life insurance experience, particularly in the agency side of the business. He must also have had broad executive experience and a demonstrated interest in the institutional aspects of the business.

Members of the selection committee, in addition to Mr. North, are Wendell F. Hanselman 1st vice-president of Union Central; Dudley Dowell, executive vice-president of New York Life; Sam E. Miles, vice-president and secretary Provident Life & Accident; Harry S. McConachie, vice-president and superintendent of agents American Mutual; Grant L. Hill, vice-president and director of agencies for

Northwestern Mutual; Richard E. Pille, president of Security Mutual of Binghamton, N. Y., and George Dunbar, assistant general manager in charge of agencies Mutual Life of Canada.

Two past presidents are not included, Mr. Hale said.—Olen E. Anderson of John Hancock, who is retired, and R. R. Davenport, vice-president of Southwestern Life, immediate past president, who is still serving on the LIAMA board.

Mr. North in 1951 headed a similar committee which recommended Mr. Zimmerman for the managing director post.

## Expect 300 at Zone 2 Meet in Cleveland

More than 300 persons are expected to attend the Zone 2 meeting of National Assn. of Insurance Commissioners, to be held at Cleveland May 9-10.

August Pryatel of Ohio will act as host to the heads of departments and their staffs from North Carolina, South Carolina, Virginia, Pennsylvania, West Virginia, Delaware, Maryland, Ohio and the District of Columbia.

Norman Vincent Peale, internationally-known lecturer and author, will address a banquet May 9. Frank Harrington, executive vice-president of National Assn. of Casualty & Surety Agents, former Massachusetts commissioner, will discuss the pros and cons of compulsory auto insurance. Mayor Celebrezze of Cleveland also will speak.

Union National Life of Baton Rouge has promoted Robert S. Greer from vice-president to executive vice-president.

## List Topics for Home Office Life Underwriters Meet

Home Office Life Underwriters Assn. has announced the program for its annual meeting May 7-9 at Hotel Statler, Hartford.

Harry F. Gundy, Sun Life of Canada, will deliver the presidential address at the opening session and R. Leighton Foster, managing director of Canadian Life Insurance Officers Assn., will be a guest speaker.

Price H. Topping, associate general counsel of Guardian Life, will speak on underwriting tax and legal life insurance sales at the afternoon session. William E. Walsh, Equitable Society, will be moderator of a panel on miscellaneous financial questions. Speakers will be Chester F. Barney, American United Life; Robert B. Cunningham, Home Life of New York; Earl M. MacRae, New York Life, and William F. Ward, Mutual Benefit.

A panel on disability and double indemnity benefits will be moderated by John C. Archibald, Bankers Life of Iowa. Kenneth Austin, Equitable of Iowa; Henry H. Frisbie, Massachusetts Mutual; William H. Greenwood Jr., Provident Mutual, and Douglas T. Weir, North American Life of Toronto, will participate. Doane Arnold, New England Life, will be chairman of the session.

John M. Huebner, Penn Mutual, will be chairman of the May 8 morning session and will lead a panel on underwriting department organization and procedure. Panelists will be Robert B. Caplinger, Southland Life; David P. Cartwright, Minnesota Mutual; Henry W. Cook Jr., Columbian National; Arthur C. Kerin, National Life, and Arthur A. Windecker, Equitable.

Wray M. Bell, London Life, will preside at a panel on evidence of insurability in new business, policy changes, reinstatements and additions to pension trusts. Paul K. Frazer, Northwestern Mutual; Charles F. Harris, State Mutual; Robert M. Kidd, Ohio National; Walter A. Merriam, Metropolitan, and William B. Penn, Acacia, will speak.

Clyde R. de Haas, Equitable of D.C., will preside at an industrial underwriting session in the afternoon. Maurice Comfort, London Life; Grady H. Hipp, Liberty Life of Greenville, and Gordon Randall, Metropolitan, will speak in an industrial quiz panel. Russell L. Wagner, National Life & Accident, will be moderator.

George Vaeth, Sun Life of Baltimore, will be moderator of an industrial case clinic. Participants will be Joseph B. Corbett, Colonial Life; Samuel F. Shafro, Baltimore Life, and Everett W. Wilson, Life of Georgia.

Ernest A. Carlson, Massachusetts Mutual, will be chairman of the May 9 morning session when the occupational committee will meet. John R. Pullman, Occidental, will speak on skin divers, and Jules V. Quint, Metropolitan, will talk about compressed-air illness among tunnel builders.

Miss Lillian Guralnick, assistant chief of the mortality analysis section of national office of vital statistics of public health service, will discuss the 1950 occupational mortality study. Victor Hendry, Prudential, will present a film on the glass industry. Reuel C. Stratton, Travelers, will give a 12-months' report on nuclear energy. Leon B. Hovey, John Hancock, will speak on calcium cyanamide and calcium carbide workers.

## Pru Introducing 'Automatic' Check Payment System

Prudential is introducing an "automatic" premium payment system for its monthly payment policyholders who have checking accounts with banks. The plan is said to be the first of its kind to be adopted by a major life company on a national basis.

Under the new system, a policyholder need only authorize Prudential to draw monthly checks on his account to cover the insurance premium and obtain the bank's approval to honor them. There would be no charge by Prudential to the policyholder for the new service.

"Our objective has been to develop a plan which will be generally acceptable to the banks and which can operate within the normal routine of bank check processing without imposing additional handling costs on them. We think we have succeeded," the Prudential announcement said. "It is our hope that our plan will meet with wide acceptance on the part of the banks in order that this service may be made available to buyers and owners of Prudential insurance throughout the country."

Prudential said there is marked upward trend in the number of people who elect to pay their life insurance, annuity and A&S premiums on a monthly basis. The simplified procedure will free many of them from having to remember to make the payment. They will also avoid the risk of inadvertently letting a policy lapse and being permanently or temporarily without coverage.

## A&S Is a Team Job, Skelton Tells LIAMA

"A&S insurance is a four-way partnership among the applicant, the agent, the home office underwriter and the claim manager," Clarence J. Skelton, senior vice-president of Republic National, told LIAMA's A&S meeting in Chicago.

"Unless the applicant gives full and complete information to the agent, he is fooling no one and injuring everyone concerned. The agent is in the pivot position to get the right information and properly convey it to the underwriter. The underwriter's responsibility is to evaluate facts and also to use good old common sense. The claim department's responsibility is to give prompt service and to fulfill the promises made by the company in its contracts."

In the sale of A&S the salesman must fully understand basic home office underwriting practices and, in more detail, the method of payment of claims, Mr. Skelton emphasized. "We find that the most important thing is to impress upon the agent that all of the history and facts are absolutely necessary to complete the work picture of the person applying for the coverage."

"An accident and sickness agent can hold the respect and gain prestige in his community by being in a position to advise the client without making false promises, feeling that his statements are most accurate in relation to the action taken by the company. If the agent offering A&S knows the basic fundamentals of underwriting and gives the company complete information to the best of his knowledge when writing an application, everyone benefits."

## NOW... Over \$1 Billion LIFE INSURANCE IN FORCE

Liberty National Life Insurance Company passed during 1955 one of the great milestones in the history of any life insurance company. Increasing insurance in force approximately \$96 million—a new all-time record—the company joined the ranks of those select few life insurance companies in the United States having more than a **Billion** dollars of insurance in force. Liberty National looks forward to the future with great confidence and a strengthened desire to more adequately and faithfully serve the needs of its policyowners.

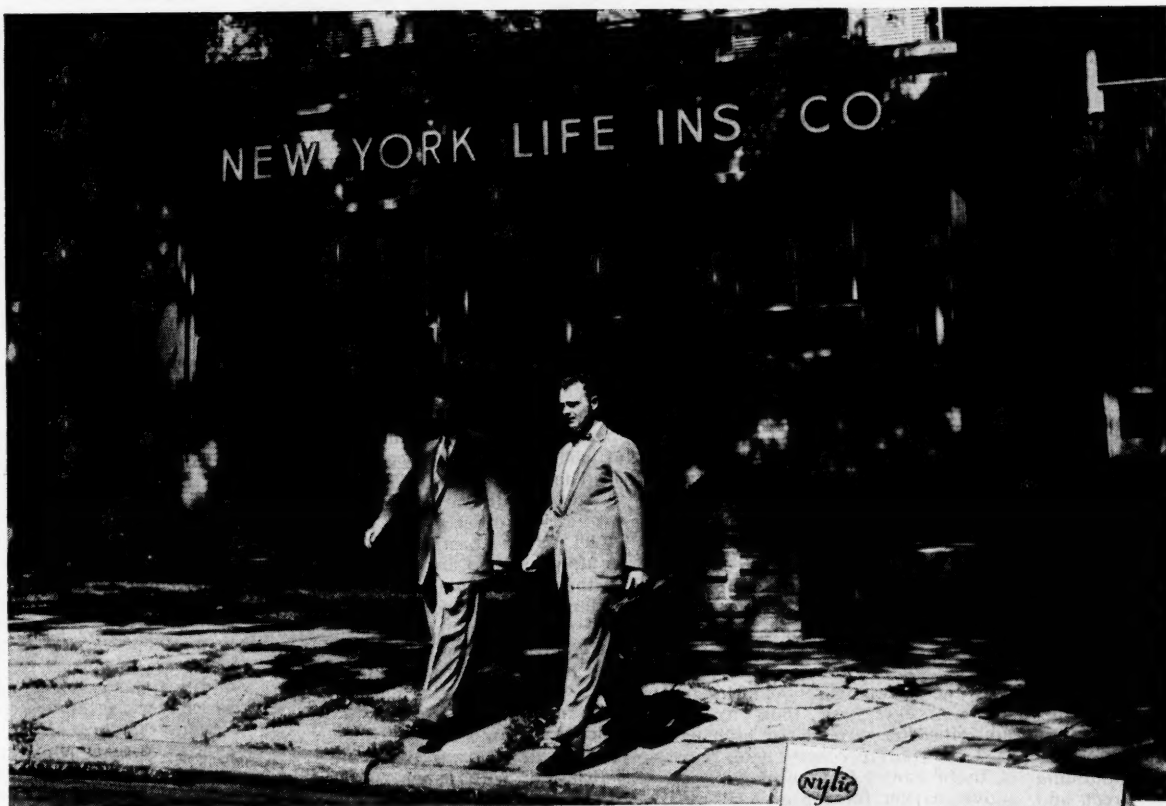
**LIBERTY NATIONAL  
LIFE INSURANCE COMPANY**

Frank P. Samford, President  
Birmingham, Alabama





## We could write a book about Madison, Wisconsin...



*...and we have!*

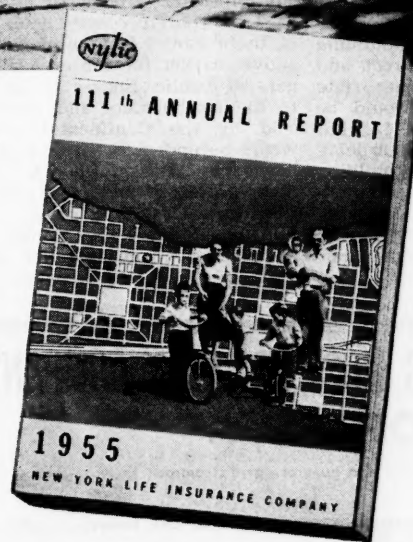
A picture story about our Branch Office in Madison is featured in New York Life's 1955 Annual Report—because it exemplifies the Company's progress across America.

On file in our Capital Branch Office in Madison, Wisconsin, are more than 45,000 policies representing millions of dollars worth of financial security for residents in the area. Because it so completely typifies the Company's growth across the entire nation, New York Life presents, in its Annual Report for 1955, the story of Madison—one of its 179 branch offices.

We feel that our Annual Report, based on more than a century of service to Madison, is proof that New York Life, though nationwide in scope, is—first and foremost—a company as local as the community it serves.

### NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.



If you'd like to read this interesting and unusual report on the Company's activities, we'd be glad to send you a copy.



The New York Life Agent  
in Your Community  
is a Good Man to Know

## FACADE MODIFIED

## NALU Home Gets OK from Fine Arts Unit; Last Hurdle Cleared

WASHINGTON—National Assn. of Life Underwriters has received a final ok from the fine arts commission, which means that it has cleared the last hurdle and can go ahead with construction as authorized by the NALU board of trustees at the recent midyear meeting in Hartford. The District of Columbia building department had already given its approval.

The only change stipulated by the commission was a modification in the facade. The design previously called for narrow vertical pillar-like walls alternating with 15 glass areas with similarly strongly accented vertical lines. The new plan will have 10 glass areas alternating with wall space. The result will be to emphasize less strongly the apparent height of the structure.

Redrawing the plans to make these changes will take several weeks. Construction bids have been submitted by about a dozen leading contractors and are being studied by the architect and the building committee, headed by Charles E. Cleeton, Occidental of California, Los Angeles. The facade changes will not necessitate new bids. Any higher or lower cost due to the design change will be negotiated with the successful bidder.

The building will be erected on the site originally planned—22nd and C streets, facing on 22nd street. The government has been trying to get money appropriated to buy additional land along C street, adjoining the NALU site, so as to let NALU put its building in a larger lot, facing C street and facing the projected \$50 million state department building. This would be more than acceptable to NALU but the trustees feel they should not delay any further in erecting the building on the original site. Nevertheless, there is still the possibility that the government might get its appropriation in time to permit the location change before construction starts.

## U.S. Life to Have More Independent Operation Setup

United States Life will have a more independent operation, under a plan disclosed this week by Continental Casualty, which owns a majority of the stock. Features of the plan:

- Raymond H. Belknap, recently elected 1st vice-president of Continental Assurance, would resign that post and devote himself full time to the presidency of U.S. Life, which he has held for some time.

- Roy Tuchbreiter, chairman and chief executive officer of Continental Assurance and Continental Casualty, would continue as chairman of U.S. Life. President Howard C. Reeder of Continental Assurance and Boyd N. Everett, vice-president and treasurer of the Continental companies, would remain as U.S. Life directors but other directors representing Continental interests would be replaced with representative New York executives.

- Complete divestment by Continental Assurance of its minority interest in U.S. Life and a reduction in Continental Casualty's holdings, though the company would still retain a substantial financial interest in U.S. Life.

- An offering to stockholders of U.S. Life, through rights to additional shares, increasing the capital by 10%, thereby providing a larger base for anticipated expansion of business.

- Calling of a special stockholders meeting to increase the number of shares in order to provide for the two-for-one stock split, a 100% stock dividend, and the additional offering to stockholders. On completion of these steps the stockholders would hold four shares of new stock, plus any shares subscribed for through the offering for each one share presently held. Purpose of these moves is to provide a more active market for shares held by the general public. Shares to be offered to the stockholders and those to be sold by the Continental companies would be underwritten by a syndicate headed by William Blair & Co., First Boston Corp., and Carl M. Loeb Rhoades & Co.

- Although the plan looks toward more independent operation for U.S. Life, the Continental companies expect

to continue to take an active interest in the affairs of U.S. Life and lend to its employees and agency representatives their full support.

The Continental companies own 187,277 of the 250,000 outstanding shares of U.S. Life. Continental Assurance will sell all of its 60,000 shares, a move precipitated by the New York attorney-general ruling relative to investments of out-of-state life companies and which now is the subject of an insurance department investigation. The U. S. Life stock has been selling at about \$150 a share. The stock control was purchased in 1952 at about \$26 a share from C. V. Starr & Co.

It has been known for some time that Continental Casualty is interested in buying a fire insurer. It is thought by some that the proceeds from the U.S. Life stock sale may go for this purpose.

## Dawson Refutes Wall Street Journal Piece on Life Company Tax

NEW YORK—Tuesday's *Wall Street Journal* carried a letter from President Louis W. Dawson of Mutual of New York refuting some erroneous statements on the taxation of life companies attributed to an unnamed treasury official by a *Wall Street Journal* writer. The official was quoted as saying: "Instead of the arbitrary and wholly artificial approach that has been in effect for the past 30 years we want to tax them like any other taxpayer—on the basis of total income less proper business expenses and deductions." The official further opined that the life companies are "getting a free ride" on a large share of their income.

Mr. Dawson's letter made the point that mutual life companies are already taxed more heavily than other mutual and cooperative financial organizations with which they compete. Since three-fourths of the assets and two-thirds of the life insurance business are in mutual companies, "the problem is essentially one of applying to the life insurance industry the principles generally utilized in the taxation of other mutual enterprises—mutual savings banks and savings and loan associations, mutual investment funds, and other regulated investment companies and farmers and fruit growers cooperatives."

Probably the closest analogy is between mutual life companies and mutual savings banks—in each "the only wealth-creating process in the entire operation is the production of investment income, and wealth is increased only after all expenses of operations have been deducted."

"The only difference between life insurance companies and savings banks" wrote Mr. Dawson, "is that with savings banks each individual member gets back exactly what he deposits, whereas with life insurance companies there is an averaging in the return of deposits...in each case as augmented by investment income and as diminished by expense. In each, therefore, investment income, after deducting the expenses of operating the institution, constitutes the only taxable income."

"If these principles were recognized, as they should be, the level of tax on life insurance should be very substantially lower than the level of tax in the new law which we regard as an undue burden on the great mass of middle income savers whom we so largely represent."

## Election Contest Enlivens Meeting of Ill. Life Agents

Distaste for Big Group Cases Evokes Discussion; Name Lindstrom President

By RICHARD J. DONAHUE

The annual meeting of Illinois Assn. of Life Underwriters at Decatur last week proved to be a lively affair, especially during the election of officers when a contest developed for the office of 2nd vice-president.

Lively discussion also revolved around the increasingly large amounts of group coverage being written, a condition seen as "harmful" to the ordinary life agent, capturing from him hundreds of prospects. Specifically mentioned was the General Motors group plan which offers each of its dealers up to \$100,000 in group life.

George Huth, Connecticut Mutual Life, Chicago, president of the Chicago Life Underwriters Assn., said he didn't blame Metropolitan Life for writing the General Motors group case because if it didn't there would be about 15 other companies ready to do so.

James W. Ross, chief deputy of the Illinois department, assured the agents that the department doesn't like unlimited group coverage, reminding them that Illinois law limits group coverage to \$40,000 for the individual or 1½ times a worker's annual salary, whichever is the lesser. "As for the General Motors case," he said, "our hands are tied," explaining that it involves a New York insurer and a Michigan contract. Illinois law, he said, can only proscribe an illegal Illinois contract, and the General Motors contract is perfectly legal in Michigan where there is no limit on group coverage. "The Illinois department does not give the General Motors case its blessing," Mr. Ross concluded.

The election contest developed when the association membership refused to accept in toto the slate of the nominating committee. For the office of 2nd vice-president, the committee nominated J. Kenneth Wyard, John Hancock, Peoria, but delegates from the Rock River (Sterling-Dixon) association thought their favorite son, B. L. Frazer, John Hancock, Dixon, should be nominated and moved up to that post from secretary-treasurer, in accordance with "custom" at state association elections. A. F. Moore, Northwestern Mutual Life, Ottawa, outgoing president, explained that the moving up process might be considered by some to be custom but was in no way the rule, indicating that the nominating committee had seen fit to pass over Mr. Frazer.

However, after a bit of procedural difficulty and two secret ballots, the Rock River contingent won out and Mr. Frazer was elected 2nd vice-president by a vote of 31 to 26. The first ballot ended in a 31 to 31 tie between Mr. Frazer and Mr. Wyard.

This unexpected move in the election prolonged the meeting and called for improvisations on the spot. There were no printed ballots available for a secret vote and bits of note paper had to be used. Delegates turned in their credentials as they dropped their bal-

(CONTINUED ON PAGE 21)

## THE COUNTRY'S MOST FRIENDLY COMPANY OFFERS . . .

- Modern and attractive agent's and general agent's contracts to those looking for a permanent connection.
- An outstanding sales record—60% increase in Life Insurance sales in 1955 over 1954.
- Complete line of Life Insurance contracts from birth to age 70—with excellent sales material.
- A complete Accident and Health line that includes both commercial and non-cancellable contracts.

## COMPANY'S EXPANSION PROGRAM OFFERS

Openings in California, Florida, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio and Wisconsin



## NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

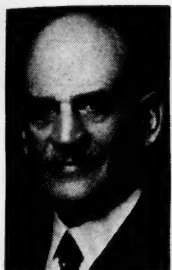
R. D. "Buck" Rogers, CLU Director of Agencies

NORTH AMERICAN BUILDING, CHICAGO, ILLINOIS

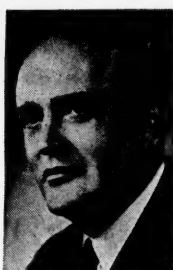


## "Family" of 660 Attends Company Wide Meeting of Provident L.&A. in D.C.

Provident Life & Accident held a company wide convention in Washington this week attended by 614 qualifiers from 37 states, Canada and the District of Columbia and 46 from the home office. It was the largest meeting in Provident's history and the first of its kind to be held in nine years.



R. J. Maclellan



R. L. Maclellan

There were many family groups present which gave the gathering a homey atmosphere.

One of the largest A&H and railroad writers, Provident Life & Accident has been making almost spectacular gains in the life field. It reached \$1 billion in force in 1952, closed last year with \$1,757,000,000 in force and its officers have every confidence that the \$2 billion mark will be reached by the end of this year. For the first quarter of this year paid for ordinary is 50% ahead of 1955 and the in force increase is 100% above last year. Size of the average policy has gone from \$8,077 last year to \$9,902 for 1955.

The rapid and continuing growth of the company has rendered its present home office quarters inadequate. A large area in downtown Chattanooga equal to two average city blocks has been purchased. The buildings formerly occupying it have been razed and construction of a new and much larger home office building will commence as soon as the necessary planning can be completed.

Provident operates four important departments, accident, group, rail-

road and life. There were two separate meetings of these four departments, a general business session of the entire group, a get together banquet the first evening, and sight seeing tours for the ladies both afternoons.

President R. L. Maclellan was toastmaster at the opening banquet. Executive Vice-president L. N. Webb

gave the invocation. Board Chairman R. J. Maclellan commented on the growth of the company. The grand old man of the company, Mr. Maclellan has been with Provident L. & A. since 1905. He is beloved by all his associates. Tom Collins, publicity director of City National Bank, Kansas City, Mo., gave an inspirational talk.

Members of the official family presided at or participated in the four divisional meetings including Executive Vice-president L. N. Webb, Vice-president and Secretary S. E. Miles,

Vice-president and Treasurer Hugh O. Maclellan, and Vice-presidents R. R. Murphy, James E. Powell, W. W. Voight, W. E. Jones and W. Roy Webb.

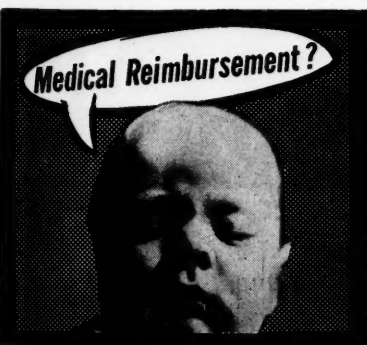
Speakers at the general business session were Dr. Kenneth McFarland; Claris Adams, executive vice-president of American Life Convention, who discussed "The Legislative and Washington Scene"; Charles J. Zimmerman, newly elected president of Connecticut Mutual and Board Chairman R. J. Maclellan whose topic was "Looking Ahead."

# FACTS about John Hancock

To bring the utmost in life insurance service and to meet the varying needs of the American people, the John Hancock maintains three separate sales organizations. As a result, flexibility of work and career has been possible for those embarking on a sales future in the Company. Opportunity is always present for any man entering the sales department to choose the field of work most promising for his individual talents.

### Holds Meet for Loan Men

The entire Pacific Mutual Life mortgage loan administrative field staff is meeting for the first time the middle of this month at Los Angeles. The two-day conference will feature discussion of future operations. Included is a trip to Ojai, Cal., where the group will meet with Asa V. Call, chairman, and T. Sam Burnett, president, and other senior officers.

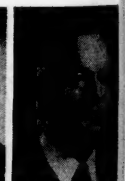


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NEW BABY GROUP!**

For complete details write your Gen. Agent or:  
The UNITED STATES LIFE INSURANCE CO.  
IN THE CITY OF NEW YORK  
84 William Street, N. Y. 38, N. Y.

*John Hancock*  
**MUTUAL LIFE INSURANCE COMPANY**  
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Columbus, OhioWalter Roy Benz  
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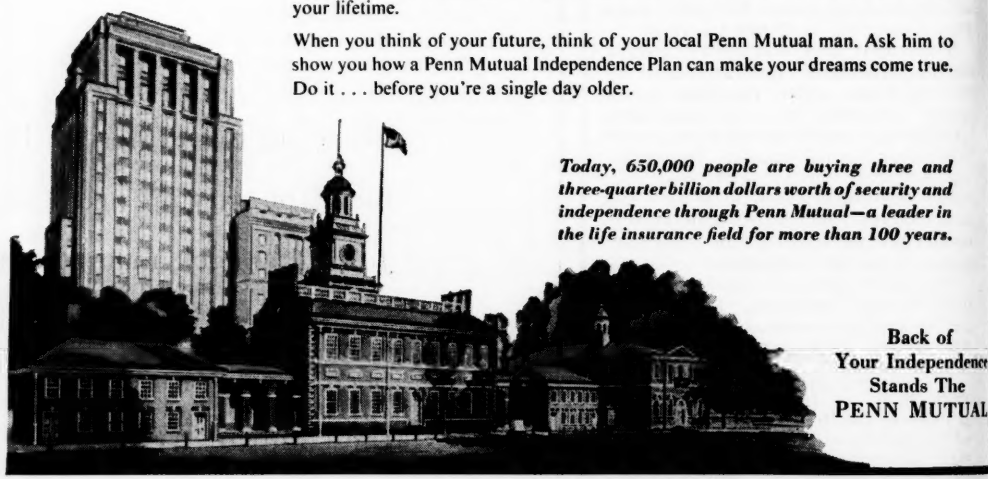
## Your Dreams Are Their

From time to time you probably do some pretty concentrated thinking . . . some dreaming, too—about the future.

About how you will pay for your children's college education . . . about where the money will come from to give you those do-what-you-please days when it's time to retire . . . about what a wonderful thing it would be to have a readily available source of cash at hand when you really need it.

It is the job of the men pictured here to make such dreams come true. Last year, through sound life insurance planning, each of them helped his clients turn into practical realities over a million dollars worth of dreams for financial security. They are insurance men with a difference, taught to see life insurance in a new light . . . to give it an entirely new dimension . . . to put it to work for you during your lifetime.

When you think of your future, think of your local Penn Mutual man. Ask him to show you how a Penn Mutual Independence Plan can make your dreams come true. Do it . . . before you're a single day older.



Today, 650,000 people are buying three and three-quarter billion dollars worth of security and independence through Penn Mutual—a leader in the life insurance field for more than 100 years.

Back of  
Your Independence  
Stands The  
PENN MUTUAL

THE PENN MUTUAL LIFE INSURANCE COMPANY • INDEPENDENCE SQUARE, PHILADELPHIA

This advertisement appeared in a recent issue

L. Billings, Jr.,  
Albany

# Business...

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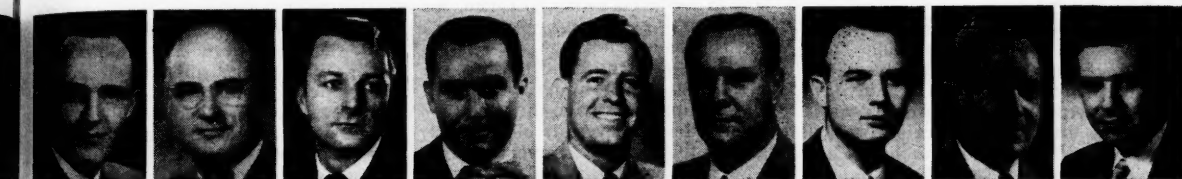
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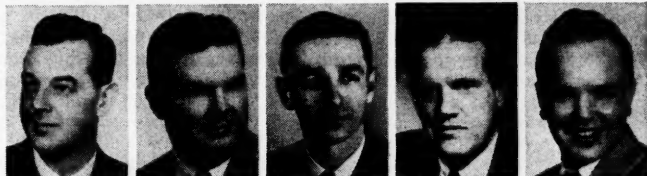
DELPHIA

G. Seeburg,  
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a record



Karl H. Blaesser, Detroit; Edwin R. Brock, Des Moines; E. E. Brown, Jr., CLU, Chattanooga; George W. Burke, Los Angeles; James S. Cato, Jr., San Jose, Calif.; Robert S. Chaffer, Roslyn, Long Island; Richard T. Christoph, Chicago; Glenn D. Commons, Chicago; M. R. Coulson, CLU, Wichita



Robert R. Cowan, New York; S. C. De Cou, CLU, Philadelphia; Jerry J. Eberhardt, Dubuque; R. W. Ebling, Jr., CLU, New York; W. J. Eckenrode, Pittsburgh



Eugene J. Faure, Buffalo; Yale Goldman, Boston; Charles C. Grimm, Wichita; Lloyd A. Groth, Bethlehem; Clarage W. Harris, San Jose; Jonas C. Harschel, Belmont-Redwood City; Walter N. Hiller, CLU, Chicago; Fred R. Hoffman, San Francisco; Otto G. Huber, Dayton



George E. Keely, Oil City, Pa.; John D. Kennedy, Jr., Kansas City, Mo.; Henry H. Kingston, Rochester; Jack C. Krause, Lansing; Lee J. Lalli, Salt Lake City; Walker Laramore, Miami; William F. Lee, CLU, Swarthmore, Pa.; R. Otho Linker, Charlotte; Robert F. Lotz, CLU, Chicago



T. L. Mander, CLU, New York; Justin E. Marshall, Spokane; G. C. Maxson, CLU, Oakland; H. R. McCoy, CLU, Philadelphia; W. E. Meckenstock, Oberlin, Kans.; D. L. Mitchell, CLU, Seattle; Carl E. Moody, Detroit; Theodore M. Nigro, Boston; Joseph F. O'Connor, Los Angeles



Arnold L. Panella, San Francisco; W. Henry Pendell, Saginaw; J. H. Pennock, CLU, Philadelphia

**The PENN MUTUAL "Million Club"**  
During 1955, each of these 78 Penn Mutual underwriters charted practical ways for his clients to buy more than a million dollars worth of immediate security and long range happiness through life insurance. We welcome this opportunity to give public recognition not only to these men, but to all Penn Mutual underwriters for the outstanding quality of their work in 1955.



Jack E. Percival, Jr., St. Louis & San Diego; Harry Phillips, Jr., New York



Roy D. Simon, CLU, Chicago; George W. Stewart, Pittsburgh; Leonard Stiller, San Francisco; Arthur W. Swain, CLU, New York; Joseph J. Swantack, Toledo; J. H. Thurman, CLU, Atlanta; James C. Toole, Spokane; L. Harrall Walker, Spartanburg, S.C.; Harold A. Wood, El Dorado, Ark.

issue of The Saturday Evening Post



# Sales Ideas That Work

## 350 Attend Chicago Sales Congress, Tour New Prudential Skyscraper

Approximately 350 persons attended the annual sales congress of Chicago Life Underwriters Assn., a sizable audience considering that anticipated attendance was cut sharply as the result of the current work slow-down of Prudential's debit agents. Many Prudential men reportedly remained away from the congress held in the auditorium of Chicago's new Prudential regional home office.

Six top notch speakers were on the day's program which was completed interestingly by a tour of Prudential offices and a visit to the observation deck of the 41 story skyscraper.

Speakers included Stanley C. Collins, Metropolitan Life, Buffalo, president of NALU; Johnny S. Sierra, Great Southern Life, Dallas, Z. Willard Finberg, Great-West Life manager at St. Paul; O. Alfred Granum, assistant director of agencies of Northwestern Mutual, and A. Gordon Nairn, executive director of agencies of Prudential at Toronto.

Mr. Collins, the first debit man to head NALU, explored the social and economic significance of the debit man. He said the debit man is in a position to serve the lower economic half of the nation and can bring his ministrations to those who need it most. Mr. Collins portrayed the debit man as a bulwark in that portion of society where the wrong social "isms" are most likely to strike first.

Mr. Collins remarked that the average life agent is not a specialist, but rather like the old family doctor, a general practitioner whose competence is more potent than his pills. He said the life agent must serve the total needs of the people who depend on him.

Mr. Collins spoke discouragingly on the tremendous expansion of group life and of the proposed expansion of social security benefits. He said NALU is doing a good job in its attempts to iron out the problems of the life industry. But rather than dwell long on the problems of the business, Mr. Collins chose to outline a bright future. He said family units in America are increasing tremendously and, of course, there are "babies, babies and more babies." He said the number of chil-

dren under five years of age in the U.S. has increased by 65% since 1940. "This is a great juvenile market," he said. "People love their children as much as ever and entertain the same dreams for them, and most important, they have more to spend for the future of their children."

Mr. Collins spoke enthusiastically of the redistribution of wealth in the country. He said "you scarcely see plush barons anymore, at the same time so you see very few indigent."

He said the man who once bought the \$500 industrial policy is now able to buy a family income plan of considerable proportions. Mr. Sierra, a life member of Million Dollar Round Table at the age of 29, said he gets most of his business by programming and following a certain standard of working habits. "For six years," he said, "I have sent out three letters a day. I later telephone all those to whom I sent letters . . . Out of these calls, on the average, I'll get one appointment; one nibble (call me again) and one that is no good."

When illustrating the actual arithmetic on new insurance, Mr. Granum cautioned that agents should keep in mind an individual's primary objection to buying is fear of a long-term commitment. The ordinary individual, the speaker pointed out, has just about exhausted his capacity for long-term commitments. He bought a house, he took a job, he got married. Then when the agent comes around, the prospect is offered another long-term commitment and he just doesn't like it.

Demonstrate that the purchase of life insurance does not involve the prospect in a long-term commitment, Mr. Granum stressed. Don't talk about contracts in terms of an ordinary life policy on which a man has to pay to age 100, coupled with a reducing term contract. Describe them, instead, as a limited pay life contract with the privilege of continuation if desired.

For example, Mr. Granum said an ordinary life family income 20 policy, at age 30, can be illustrated as a 20-pay contract requiring an annual net premium of about \$200 for the 20-year period. Premiums over the 20 years are less than \$4,000; guaranteed, fully-

paid policy at the end of that time is more than \$5,000. If the policyholder puts his contract away at that time and leaves it alone until he is 65, it will have a cash value then of about \$5,000.

"We have given this family about \$36,000 worth of income protection in exchange for which he pays about \$4,000. When he is ready to retire, we give him his money back, plus a 25% profit. Not bad, is it?"

Mr. Nairn said the great majority of successful life men aren't merely in the life business but have the life business in them. They eat, sleep, talk, laugh life insurance wherever they go. Mr. Nairn believes that successful life men get this way by first of all purchasing adequate life insurance, to the limit of their ability to pay, for the benefit of their families and themselves before advising other people to buy adequate life insurance for their families. "You can't advise the other fellow to do something you haven't done yourself and at the same time make yourself sound sincere."

Pointing to the vast market for business insurance, Mr. Finberg said it lies not among the multi-million dollar corporations but among the hundreds of thousands of small enterprises that are to be found in every field of business and at every social and economic level. He cited statistics which showed that only 5% of all firms employ 20 people or more, that two out of every three firms are individually owned, almost one-fifth are partnerships, only one-tenth are corporations, and three-fourths of all firms have fewer than four employees and are individually owned.

Yet, Mr. Finberg said, a skeptical agent may still not be convinced that there is a market in business insurance for him. The skeptical man could say, "So what? That market has been there for years. It must be saturated by now."

But Mr. Finberg used some more statistics to show that the market is not saturated. Of 22,000 firms surveyed, only 6,200 or about 25%, have any life insurance coverage for business needs. Some 1,650, or 7%, have considered and discarded the idea, and 14,150 of the 22,000, or 67%, have never even

heard of the idea of applying life insurance to protect business interest.

Mr. Finberg said the main reason many agents steer clear of selling business insurance is that all too few of them understand the needs for that type of coverage and have no confidence in their ability to sell it.

Mr. Finberg said the agent first should fully appreciate the elements that go into making a business a profitable, going concern. He explained in some detail the elements of profits, which include tangible assets, efficient management, and good will. But, he added, these elements constitute only half the picture—the rosy half—and in themselves won't sell business insurance.

To get the complete picture of the need of business insurance, he said this profitable, going concern must be stripped bare of its profit element when taken through the process of liquidation or forced sale. "Then, and only then, can the business owner, the sole proprietor, partner, or controlling stockholder, be made to realize the hazards which will confront his business and his family at his death. Not until then will he see any reason to purchase business life insurance."

In most businesses, Mr. Finberg said, only a part of the good will is transferable. The balance is personal good will which perishes with the person who created it. What happens to management value? Management represents income to the family and that income producing element very often dries up and follows the owner into the grave. What happens to tangible assets? "In the event the business is discontinued, the profits attributable to tangible assets are naturally lost," Mr. Finberg explained. "But even that loss is overshadowed by the shrinkage that will occur when tangible assets are put on the auction block."

"We have now made the full cycle in the life of a business," Mr. Finberg said. "We assembled the elements of business profits until we had a profitable, going concern—and then we stripped them away under liquidation or forced sale. With the complete picture, the inescapable conclusion is: The value of any business is dependent on human life value."

## Record Day in Pan-American's Record Drive

As Pan American Life celebrates its 45th anniversary, Kenneth D. Hamer, vice-president and agency director, right, presents an armful of applications written in honor of the company's living founders, Crawford H. Ellis, president, left, and Dr. Edward G. Simmons, executive vice-president.



An armful of applications written by the field force in honor of Pan-American's founders on the company's 45th anniversary was presented to living founders, President Crawford H. Ellis and Executive Vice-president Simmons at a meeting attended by the entire home office staff.

The applications, an increase over last year's birthday record, were presented by Kenneth D. Hamer, vice-president and agency director, and Fritz G. Lindley, Latin-American department vice-president. The annual president's month campaign held during March was the most successful the company has ever conducted. Applica-

tions for submitted business showed an 18.9% increase over last year's drive. Pan-American's business for the first quarter continued the upward trend, showing a 20.4% increase.

In his response, Mr. Ellis expressed his appreciation and predicted that the company, which now has \$827 million in force, will soon pass the billion mark. Friend W. Gleason, senior vice-president, presented a bowl with 46 yellow roses to Mr. Ellis and Dr. Simmons on behalf of the officers, directors, and employees. Other speakers were R. L. Hindermann, vice-president, public relations; John Y. Ruddock, senior vice-president, and Dr. Simmons.



IT'S GOOD BUSINESS  
TO SELL  
**MIDLAND**

### The More You Buy—The Less It Costs!

No,—this isn't a toothpaste ad. We're talking about our new major coverage package—Special 5 year C & R. At age 35, you can buy \$25,000 at \$6.13 per 1,000 or \$100,000 at \$5.68 per thousand substandard up to Table D.

This is only one of our highly competitive contracts. We invite your inquiries.

WRITE H. SMITH HAGAN, PRESIDENT

**MIDLAND NATIONAL**

**Life Insurance Company**

WATERTOWN, SOUTH DAKOTA

Licensed in Illinois, 14 states West of the Mississippi River and Alaska.



## Zimmerman Sees Package Life, A&S Policy As An Ideal

Charles J. Zimmerman, LIAMA managing director, told the A&S meeting of LIAMA at Chicago that the industry should try to establish a well-balanced personal insurance package that would offer life and A&S coverage in one policy. He said the business has already demonstrated clearly that A&S and life can be sold successfully by the same agent.

The ideal to work toward now, he suggested, is to have one agent sell one prospect a well balanced, tailor-made program of personal protection at one time, and, hopefully, in one policy.

"Until we reach this objective, we won't have realized the full economy and efficiency of operation which is inherent in the sale of personal insurance coverages," Mr. Zimmerman stated. He said disability insurance is essentially personal insurance, and it must be considered as one of the legs of the tripod for the three great hazards against which men need protection—death, disability and old age. Therefore, he said, it is logical that life companies have entered the disability insurance field in large numbers and despite the double training problem, he said he feels one agency force can market both life and A&S effectively and economically.

Mr. Zimmerman also commented favorably on the A&S advertising code of National Assn. of Insurance Commissioners, saying he believes the A&S industry will find it can live under this code successfully. "Honesty is, after all, the only sound policy."

## Union C. & L. Promotes Four in Home Office

Union Casualty & Life has made these promotions:

Paul Herbert becomes comptroller. He was assistant treasurer and has been with the company seven years.

Harold E. Rieve becomes general counsel. He was assistant general counsel and has been with the company nine years.

John Solomon becomes assistant vice-president. He has been manager of the ordinary department for three years.

Charles Backer becomes assistant vice-president and assistant secretary. He was assistant secretary and has been with the company eight years.

## McDonald Gets Press Post at Travelers

Travelers has named Frederick W. McDonald press relations representative in the public information and advertising department.

He was a former reporter and bureau chief with Bangor (Me.) Daily News. In 1954 he joined Union Mutual Life as a special agent.

## NAIC A&S Cancellation Group to Meet April 26

The National Assn. of Insurance Commissioners subcommittee of the A&S committee studying problems related to cancellation of A&S policies will meet April 26 at 10 a.m. in the New York City office of the New York department.

National Assns. of Independent Insurers, Insurance Agents, Life Underwriters, Casualty & Surety Agents, Mutual Insurance Agents and Insur-

ance Brokers plus International Assn. of Accident & Health Underwriters have been invited. Any other associations or companies wishing to attend should contact the subcommittee chairman, Commissioner Gillooly of West Virginia.

Conducting a joint study with the commissioners has been an industry committee made up of representatives of American Life Convention, American Mutual Alliance, Assn. of Casualty & Surety Companies, Bureau of Accident & Health Underwriters, Health & Accident Underwriters Conference, Life Insurance Assn. of America and Life Insurers Conference.

## American College Names Luck Director of Management Education

Thomas J. Luck, professor and head of the department of business administration of College of William and Mary since 1954, has been appointed director of management education of American College, effective July 1.

Mr. Luck has been consultant in management training and education to industrial firms and government organizations and has written two books

on the subject. He has taught at Indiana university, where he received his doctorate, and at University of Florida.

He will head the American College agency management study program, which will be expanded. He will develop the program and make it more widely available to field and home office management personnel.

## All American in New Home

All American Life & Casualty of Chicago has moved into its new home office building at 505 Park Place, Park Ridge, Ill.

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Details. Celwin Camp

**CHEMICAL LAB**  
position in chemical lab. Electronic  
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Product development & Testing in-  
cluding plastic applications. Degree  
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Box NTL203, 221 W 41 N Y.

**Chemist: Physical-Organic**  
Fine opportunity for young man in  
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AM-5 PM. White Plains 8-5200. Sat.  
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INKERS & Letterwriters. Experienced  
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**“EXECUTIVE” AVAILABLE**  
Ideal solution to your clients' business or key-man insur-  
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LIFE POLICY.  
Sold in amounts of \$10,000 or more. Provides cash  
values to meet business emergencies or build retirement  
funds. Issued Standard and Sub-Standard. Can be con-  
verted at stated intervals to certain endowment or  
limited payment life policies by increasing premiums—  
with no lump-sum payment of back premiums.  
Inquiries from brokers invited. For details, call the  
MONY office nearest you or write to our home office.

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**ARTISING MAN**  
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art, copy, etc. \$30-385.  
A 9-5000. Michigan &  
St. Bklyn.

**to \$6000**, Age 38-45  
all exp. Fund, ACI  
Day St.

**LEG PROMOTER**, 10-121  
manufacturer, to 312  
icy, 415 Lexington Ave (434)

**AUDITION**, acy. 44,430  
ACFICL, 31 W 47 ST

**cell cred**, excel oppty. \$10.  
13 W 48 ST.

**TELECV**, 13 W 48 ST.  
spring know how or sch. 535  
CLCV 13 W 46 ST

**AUDITOR**, cell acct maj, adv agcy.  
\$6,000. YPC AGENCY, 31 W 47 ST.

**AUDITORS** intern yug/mature \$4-10,000  
A-I Co. Leucy AGENCY, 50 Church St.

**AUTO PARTS** ARST MOB  
leading Queens Ford dealer. Volume  
Ford exp required. Salary+incentive.  
Excellent growth oppty. X3333 Times.

**CH E-ore** chemicals, dev-pilot plant.  
\$5-7,000. IPRIZIAL AGENCY, 233 W 42

**CHEM**: steroids, process devl & prodn.  
\$12-15,000. MPRIZIAL AGENCY, 233 W 42

**CHEM** asst. 1-3 yr coll chem. to \$66  
FALINIC PERSONAL AGENCY, 180 Bway

**CHEMIST**-PAD. INORG. Insp to \$1000  
FICELF AGENCY, 31 Nassau St.

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**COUNS**  
Summer Boy Scout  
tions available July  
Scouting experience  
salary. Write Camp

Sample gross premiums and dividend illustrations for \$10,000:

	AT AGE 35		AT AGE 45	
	Years 1-3	Thereafter	Years 1-3	Thereafter
<b>ANNUAL PREMIUM</b> .....	\$228.70	\$254.10	\$326.00	\$362.20
<b>Illustrative Total Dividends for 20-year period</b> .....		1246.10		1754.40
<b>Illustrative Annual Net Average Cost, 20 years (if continued)</b> .....		187.99		269.05
<b>Guaranteed Cash Value, 20 years</b> .....		3680.00		4540.00
<b>Illustrative Net Cost, 20 years (if then surrendered*)</b> .....		50.30**		701.00
<b>Illustrative Net Average Annual Cost per \$10,000 (if surrendered at end of 20 years*)</b> .....		2.52**		35.05

Dividends are based on the current illustrative formula. They are in no sense guarantees or even estimates of future dividends, which must depend on the company's future experience and the annual action of the company's trustees. The policy is the entire contract.

\*Includes illustrative termination dividend, based on the assumption that policy has been in force for 20 years and 20 full years' premiums have been earned.

\*\*Return over cost.

# MUTUAL OF NEW YORK

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK  
BROADWAY AT 55TH STREET, NEW YORK 19, N. Y.

Life Insurance—Accident and Sickness—Hospitalization—  
Retirement Plans... FOR INDIVIDUALS AND EMPLOYEE GROUPS

MONY offices are located throughout the United States and in Canada.

**MONY TODAY MEANS MONEY TOMORROW!**

XUM

## FTC Proposes A&S Ad Rules, Sets Hearing April 30

WASHINGTON—The federal trade commission has released its proposed trade practice rules of A&S advertising to be considered by insurance interests at a hearing here April 30.

Briefs, letters, statements, objections, views, etc., on the rules may be

submitted to FTC until that date. At the hearing any person, firm, corporation, organization, or other party desiring to appear and be heard will be given opportunity to do so.

There are 16 separate rules to govern misleading advertising. They deal with definitions of advertisements, policies and insurers, deception in general, advertisements of benefits, losses covered or premiums payable, disclosure as to exceptions, reductions and limitations; disclosure of required information, testimonials. They also cover deceptive use of statistics,

availability of policy or refund of premiums, identification of plans, disparagement of competitors, deceptive use of trade names, service marks, etc. The rules are similar but not identical to those in the code promulgated by National Assn. of Insurance Commissioners.

### Joins Savings Bank Life Council

Ray E. Maugher Jr. has been appointed executive secretary of Savings Bank Life Insurance Council. He has been with Dean C. Wolf & Associates, Boston advertising agency, for seven years.

## Estate Planner Must Fill Needs for A&S, Kingston Tells LIAMA

It is a practical necessity and a responsibility for those who subscribe to the estate planning philosophy, or for those who are programmers of life insurance, to sell A&S, declared Charles T. Kingston, Hartford general agent for Union Mutual, at the LIAMA A&S meeting in Chicago.

Mr. Kingston explained that estate planning dictates that "we explore the condition of being of all of a man's possessions. It must include his life insurance estate, and an appraisal of the facilities available to him to preserve his possessions and to perpetuate income during periods of incapacity."

"The life agent's lack of interest in, or lack of knowledge of, A&S products makes him miss many dollars from such collateral sales which are his for the asking," contended Mr. Kingston.

"There is great advertising value inherent in claim frequency. Who doesn't get excited about receiving dollars he does not have to share with Uncle Sam?"

"Selling A&S helps the agent's morale. He can see the products he merchandises at work frequently. He is able to keep his own closing techniques sharp. But if he does only life programming or estate planning, he does not ask people to sign applications with sufficient frequency."

From his own experience, Mr. Kingston said he knew that "the estate planner need not concern himself with which clients do and which do not currently need life insurance." He suggested that "as long as the estate planner is rendering a constructive service to people, one way or another and sooner or later, he will be compensated."

But, he pointed out, "the salesman's compensation may depend to a great extent upon his alertness and awareness of the need for products he can merchandise other than life insurance." He spoke of the importance of "collateral sales" such as group insurance, pension and profit-sharing plans, key-man life insurance, key-man A&S insurance, or personal A&S, and disability coverages.

In tackling the problem of estate study, Mr. Kingston said he tells the client that "it is impossible for me, and highly improper for anyone, to discuss with you the purchase of personal insurance unless and until a complete study of your financial affairs is made and that study reveals (1) a need which could only, or best, be fulfilled through insurance; (2) a need which you want to fulfill, and (3) a need which you have the capacity to do something about now."

He suggested that if the client gets the impression that a competitor thinks he can be of service to him without requiring so much data, that client instinctively concludes that "my job must be of greater benefit to him than would the competitor's."

### Manhattan Brokerage Supervisor

Carl N. Bishop has been named brokerage supervisor of the Demarest agency of Manhattan Life in New York City. Former manager of Reserve Life of Dallas in Pennsylvania and Delaware, he also has been with U.S. Life and Equitable Society in Brooklyn. He previously was with Fidelity & Casualty.

## In TIME and NEWSWEEK

*ads similar to this are appearing regularly to build prestige for, and to assist, our Representatives in their daily efforts. Each ad reaches millions of persons who are prospects.*

*This, coupled with our training, top-notch sales aids, and our "Tailor-Made" policies, designed to meet individual needs, will make more money for you under*

## PAN-AMERICAN'S CAREER CONTRACT

*"Guardian of Your Tomorrow" applies to Pan-American's Representatives as well as its Policyowners.*

*Crawford H. Ellis*  
President

*E. J. ...*  
Executive Vice-President

*Kenneth D. ...*  
Vice-Pres. & Agency Director

## LOVE COSTS MONEY

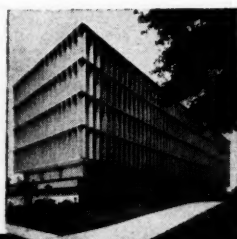


It would not be prudent to trust the lives of those dearest to you in such an obsolete car in today's traffic. Undoubtedly, the safest, most modern car you can afford is the one used to transport your family.

As automobiles go out-of-date with the passing years, so does life insurance. The insurance you purchased years ago may not now be adequate—the job for which it was designed may call for more money, or less—or your original plans may have changed during the years.

A Pan-American Representative will be happy to review your life insurance program. Knowledge of your present situation, and future plans, will enable him to design a "Tailor-Made" program for you and very likely save you money.

Offering all forms of Life Insurance  
Group and Pension Plans



one of  
America's  
foremost  
mutual  
life  
insurance  
companies

**Pan-American**  
**LIFE INSURANCE**  
**COMPANY**

"Guardian of Your Tomorrow"

You will be glad your Pan-American Representative called—welcome him.

PAN-AMERICAN LIFE INSURANCE COMPANY  
2400 Canal Street, Dept. PRM-1356  
New Orleans 19, La., U.S.A.

Without obligation, please send me  
full information about your "Tailor  
Made" Plan.

Name .....  
Address ..... Date of Birth .....  
City ..... State .....

"When someone's counting on you . . . you can count on life insurance."



## Agenda Readied for Zone 5 Meet at Dallas, April 19-20

Zone 5 of National Assn. of Insurance Commissioners will hold its annual meeting at Dallas April 19-20.

Zone 5 commissioners who will attend are Combs of Arkansas, Beery of Colorado, Sullivan of Kansas, Apodaca of New Mexico, Hunt of Oklahoma, Taft of Wyoming, Pansing of Nebraska, and Saunders, Wentz and Brownlee, all of Texas.

In addition, because their states have problems common to zone 5 members, Commissioners Cravey of Georgia, Davis of Mississippi, Leggett of Missouri, and Northington of Tennessee will attend.

The well-rounded program is expected to attract a full representation from the industry. Gov. Shivers of Texas will make an address. Other speakers, of interest to the life insurance business, include Director Pansing, "A Report on the A&H Advertising Problems and the Federal Trade Commission"; Benjamin N. Woodson, president of American General Life, "Some Life Insurance Parables"; Commissioner Saunders, "The Texas Story," and P. B. Garrett of Dallas, president of Texas Bankers Assn.

## Survey Shows What Agents Expect of Manager

Kenneth B. Skinner, vice-president and agency director of Southland Life, told San Antonio Life Managers Club that the prime job of a manager is to build a sales organization. He said the manager who fails to do this may be tolerated but he isn't appreciated.

Mr. Skinner said a survey of men in selling has shown that making money is not as important as the manager's sincere interest in the success of the men who are recruited. Mr. Skinner said the agent is not especially interested in having the manager go with him to make a sale but he does desire a manager who can give him the information which he needs to solve his sales problems. Mr. Skinner also stated that the agent is not as much impressed by the manager's sales skill as he is by his fairness, intelligence and sympathetic grasp of the agent's problems.

## S.F. CLUs Hear Lawyer

Marvin T. Tepperman, San Francisco attorney, discussed "Important Points of Law for the Advanced Underwriter" at a meeting of the San Francisco CLU chapter. Discussing the complexities caused by California's peculiar community law, Mr. Tepperman explained the use of insurance trusts, the short term trusts and trusts for

minors. He also discussed the elimination of the premium payment test rule, the problem of reversionary interest and changes in the 1954 income tax law with respect to life agents' own tax problems. Mr. Tepperman also explained the importance of cooperation between lawyers and life agents.

## Advance Renwick in Texas

Jack V. Renwick, brokerage manager of Occidental Life of California at San Antonio since 1953, has been promoted to assistant manager there. He joined Occidental in 1950.

## Hear Heart Specialist at Los Angeles Meet

The heart problem as it affects executives was discussed by Dr. William C. Mumler at a meeting of Los Angeles A&H Underwriters Assn.

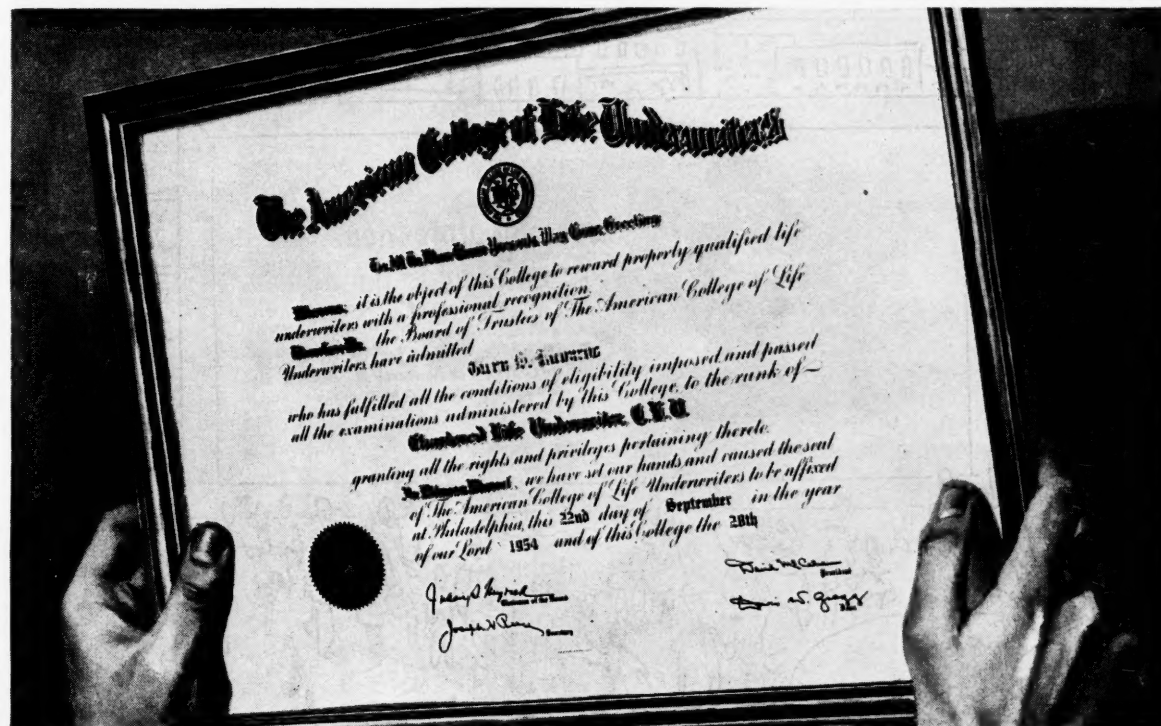
He pointed out that more than 10 million men in the United States have some form of heart disease. He urged pre-attack treatment and correct diagnosis in order to save lives. He listed heredity, differences in arterial structure, smoking and hypertension as contributing causes of heart attacks and

urged a decrease in the consumption of fats to reduce weight and the probability of attacks.

The recommended nominees for new officers are: Jack Cossack, president; Richard H. Dutwiler, 1st vice-president; Frances Standidge, 2nd vice-president, and E. L. Porter, secretary.

## Equitable Assistant Treasurer

Equitable Society has named John F. Mallon assistant treasurer. He has been with A. G. Becker, Inc., New York investment bankers, and the Wall street firm of Wood Struthers & Co.



# Why do so many good life insurance men become top life insurance men with this company?

## WHY?

First, and most important, there's the product. It has earned a reputation for its soundness and for its net cost, which has always been among the lowest in the industry.

Then, there's the Company's *Sales Promotion Program*. It provides between 300 and 400 items for agents' use. This material is created by men who have been successful agents and who know the needs of agents. It is also under the watchful eyes of a unique nine-man committee, including 3 general agents, 3 district agents and 3 special agents.

Also, there's the Company's 5-phase *Training Program* which offers as much as 30 months of practical guidance! Here is the most thorough educational program in the industry. No wonder it leads to success for so many.

And here's the "success story":

One out of 12 career agents in The Northwestern Mutual is a life or qualifying member of the Million Dollar Round Table.

One out of 6.5 career agents in The Northwestern Mutual is a C.L.U.

One out of 3 career agents in The Northwestern Mutual is a National Quality Award winner.

*The*  
**NORTHWESTERN MUTUAL**  
*Life Insurance Company*  
MILWAUKEE, WISCONSIN  
"THE CAREER COMPANY"

## MAJOR MEDICAL DEPARTMENT MGR.

Highly reputable Eastern company entering Major Medical Field has opening for man under 42 with good foundation in this field. Will set up and manage entire operation. Prefer some college and a background including both administrative and production duties. Salary—entirely open.

Very comprehensive listings of positions for men with Group—Life Agency—Actuarial—Underwriting (Life) experience. All areas of the country. Write of additional information about our operation. Confidential handling—no obligation of any kind without results you are seeking.

## FERGASON PERSONNEL

330 S. Wells St. Chicago 6, Ill.  
HA 7-9040



## Coursey to Leave A&S Agents' Post

William G. Coursey, managing director of International Assn. of A & H Underwriters, is resigning effective July 1 to take a home office agency department position with Midland National Life of South Dakota.

It is understood that Mr. Coursey's resignation already has been submitted to the association executive committee and that a special group has been named to seek a successor, comprised

of Clifford E. McDonald, International Fidelity Life, Dallas, president of the International association; Leonard A. McKinnon, McKinnon & Mooney agency, Flint, Mich., and John G. Galloway, Provident Life & Accident, Birmingham, Ala., both past association presidents.

Mr. Coursey joined the association as managing director in 1951, his first insurance affiliation. He is a graduate of Northwestern university law school.

### Wilson Heads United American

W. W. Wilson Jr. has been elected

president of United American Life, succeeding C. E. Lien, who retired at the beginning of this year. Lindsey L. Vance has been elected agency director, moving up from Denver general agent. Mr. Wilson joined United American in 1953, serving as vice-president and actuary and later as executive vice-president. Previously he was with Atlas Life of Oklahoma.

The March meeting of Dallas Home Office Life Underwriters Assn. was addressed by Gordon Gifford, 2nd vice-president of American Service Bureau.

## Says Ad Rules Can End A&S Troubles

(CONTINUED FROM PAGE 1)  
health insurance coverage," Mr. Neal said the reference primarily is to health insurance for the older ages and substandard risks and major medical costs. "These are the areas to which we must address ourselves if we are to explore and find the satisfactory solutions without governmental interference."

Mr. Pansing ascribed most of the troubles of the A&S industry to misunderstanding by the general public of the basic nature of the typical A&S contract, particularly as to coverage and pre-existing conditions and as to the insurer's right to cancel or refuse to renew.

According to Mr. Pansing, many of the complaint problems could be remedied by educating the public to understand that an A&S policy is like a fire policy, not like a life policy. The average policyholder knows he cannot buy fire insurance after his attic has begun to smoke, he even knows his rate will go up or he will be cancelled out if he keeps an open fire in the attic after the policy has been issued. However, when the same principles are applied to his A&S contract, not only has he never heard of them, but, when he is told, he rejects them as unfair or calls them hidden technicalities used only to defraud him in time of need.

In addition to education of individual policyholders by agents, Mr. Pansing emphasized the importance of companies being completely open and frank with their producers in discussing claims and renewal practices with respect to each type of coverage offered.

Mr. Faulkner, who reviewed the organizational processes of the new Health Assn., described some of its functions and responsibilities. Because most of the major problems of A&S insurance are of interest to all insurers, irrespective of type or location, he said it was felt the industry could best be served by a single trade organization. With a charter membership of approximately 250 companies, representing well in excess of 80% of the A&S business in force in the U. S. and Canada, he said HIA will be in a position to provide superior service to the industry.

Other addresses at the three-day meeting appear elsewhere in this issue or will appear subsequently.

## Denda Honored by Union Mutual at Reception

NEW YORK—M. J. Denda, vice-president of Union Mutual Life, and manager of its mid-town New York agency, was honored on his 15th anniversary with the company at a reception here at which President R. E. Irish was host. Mr. Denda, who supervises eastern seaboard agencies from Hartford to Puerto Rico, was presented the president's trophy, won last year by his agency for all-around achievement in agency operation. Mr. Denda gave much of the credit for the award to Joseph Lo Truglio, assistant manager, Timothy Donoghue group manager, and Albert Dryda, office manager.



M. J. Denda

Love and protection  
go hand in hand!

**GREAT-WEST LIFE**  
ASSURANCE COMPANY

Field representatives of the Great-West Life will receive additional sales support from this outdoor poster which will appear in over 100 cities and towns throughout the United States and Canada.

Its message, "Love and protection go hand in hand" presents a simple yet powerfully direct approach to man's basic need for life insurance . . . his obligation to provide financial security and protection for his loved ones.

The use of outdoor advertising is a good example of the support given Great-West Life representatives in their sales and service activities.

THE  
**GREAT-WEST LIFE**  
ASSURANCE COMPANY  
HEAD OFFICE - WINNIPEG, CANADA

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## ALC REGIONAL

## April Results Seen as Key to Economy of U.S. During '56

Walter S. Henrion, vice-president and treasurer of Woodmen Accident & Life, told the American Life Convention regional meeting at Lincoln, Neb., that the economy of the country has leveled off on a high plateau and that the month of April probably will show whether it can resume an upward trend or not.

More than 180 insurance executives representing 60 member companies attended the two-day session, presided over by ALC president Joseph M. Bryan, senior vice-president of Jefferson Standard.

The most powerful factor indicating the economy may be readying itself for a kick-off to higher levels, according to Mr. Henrion, is the report of the Department of Commerce and the securities and exchange commission estimating that business spending on new plants and equipment will run to \$35 billion or 22% more than the \$28.9 billion spent last year.

Other favorable factors mentioned were the prospect for a new all-time high in personal income resulting from the hike in minimum wages, automatic wage increases for auto workers and an anticipated increase for steel workers. Also, it was reported that a federal reserve survey indicates consumer optimism as to personal income and the fact that people expect to buy as many new cars, new houses, furniture and household appliances as in 1955.

However, the continuing decline in farm prices, and the failure of the automobile and housing industries to show strong recuperative powers so far in 1956, was cited as depressing or unfavorable factors. Mr. Henrion suggested that a rise to new levels by the general economy may be dependent upon the recovery of the automobile and housing industries during the next few months.

Among other topics discussed during the meeting were federal income taxation of life companies, developments in the A&S field, variable annuities, home office operations with emphasis on electronic data processing equipment, and investment problems.

Meeting highlights included addresses by Gov. Anderson of Nebraska, Insurance Director Pansing of Nebraska, Mayor Jeary of Lincoln and Robert G. Simmons, chief justice of the Nebraska supreme court.

Other regionals are scheduled at Dallas April 16-17 and at Atlanta April 23-24.

### Equitable, Iowa, Has Biggest Month in March

Equitable Life of Iowa had \$17,578,225 in new life business during March, the greatest single month's production for the company and an increase of 6.5% over March, 1955. New business for the first quarter of 1956 stands at \$40,483,930, a gain of 6.7% over the same period last year. Insurance in force at the end of March totaled \$1,438,333,346. The Wiedemann agency, San Francisco, was the March leader.



Walter S. Henrion

## Figures from Life Companies' Year-End Statements Shown

	Total Assets	Increase in Assets	Surplus to Policyholders	New Bus. 1955	Ins. in Force Dec. 31, 1955	Increase in Ins. in Force	Prem. Income 1955	Benefits Paid 1955	Total Disburs. 1955
Capital National Life .....	\$ 759,672	\$ 104,853	\$ 683,445	\$ 5,102,080	\$ 7,618,923	\$ 3,585,011	\$ 133,956	\$ 9,938	\$ 287,300
Federal Old Line Life .....	4,393,168	619,534	89,483	3,741,500	25,366,378	841,960	785,216	161,136	602,275
Financial Security Life, Hawaii .....	917,070	.....	513,152	2,235,183	9,369,099	1,154,894	301,835	3,697	202,257
First American Life .....	1,296,384	167,795	438,479	9,366,822	20,706,737	5,293,820	954,486	30,017	644,330
First National Life, La. ....	14,839,535	1,967,718	4,321,723	21,555,319	111,648,519	4,004,395	3,948,302	770,291	2,498,827
Great Plains Life .....	5,811,848	260,086	1,202,581	2,076,120	16,481,170	425,251	409,899	227,905	600,921
Pacific National Life .....	20,826,343	2,070,698	2,305,659	22,674,054	123,651,416	10,743,082	3,724,228	1,289,789	2,682,038
Service Life, Neb., .....	1,909,599	.....	401,563	1,130,283	1,747,767	617,484	907,756	495,882	1,541,088
American Woodmen .....	8,169,244	294,722	1,682,570	1,765,378	25,029,110	—1,308,222	717,512	323,744	669,551
Life Ins. Society, Ala. ....	1,831,102	.....	214,740	8,144,122	20,406,771	.....	964,142	311,679	.....

## design for tomorrow...

The home of tomorrow will be a push-button miracle, with comfort and convenience planned in every square inch. But in this highly mechanized, electronic world, man will still need the protection and security of insurance plans of The Ohio National Life.



# OHIO NATIONAL LIFE

agents  
design for  
tomorrow, too

A General Agent's School in session. Like the training schools for agents, emphasis is on individual attention and instruction.



A good agent becomes a better agent at The Ohio National Life Insurance Company through a program of progressive training. In the first two or three years of his association he attends four "Schools": Basic, Intermediate and two Advanced to help him make the most of his potential in all facets of life insurance selling.

Ohio National Life's training schools are designed to fully train the agent—full or part-time—in the simplest as well as the most complicated field problems, with emphasis on skill building.

First, the agent learns the elements of life underwriting to get him into quick and profitable production. More advanced classes help him make the most of his abilities and broaden his markets so that he can handle more specialized applications. Finally, in the two advanced schools he studies the more complex problems of life insurance as they apply to estate, taxation, pension and business problems.

**THE Ohio National Life** INSURANCE COMPANY  
CINCINNATI, OHIO





## Ernst Favors Flexible Approach So Agent Can Propose Life or A&S

Neither life nor A&S is complete without the other, Carl A. Ernst, director of the A&S department of North American Life & Casualty, emphasized in his talk before LIAMA's annual A&S meeting in Chicago.

Mr. Ernst explained his company's merchandising pattern—approach with A&S, follow through with life. "We use a standardized procedure that has sufficient flexibility so that a man, in his prospecting and interviews, can branch off at a proper time into one of the two definite avenues he may wish to follow.

"In building our selling procedures, we create the situation by using statistics to point out just what the hazards of life are. We give the prospect an illustration of a very modest amount of coverage and then get into his actual 'house of life,' finding out what it is that he needs in order to meet his basic, fundamental monthly contract payments, such as mortgage or rent, food, clothing, transportation, insur-

ance, education, medical attention, vacation, and other items.

"We are perfectly willing to eliminate or cut down on any of them in order to assist him to keep it within the realm of reason, because we know in most all instances it is financially impossible for the man to pay the premium necessary to insure all of his needs."

The speaker observed that no man ever died without first being sick or injured. As a result, he said, thousands of homes have been lost and thousands of life insurance programs have been defeated in their purpose because of the absence of just one thing—the second most important thing in life—income.

### Jaffe Agency \$2.5 Million Drive

The Jaffe agency of Union Casualty & Life at New York is staging its third "multi-million marathon" from April 16 to May 31, with \$2.5 million in ordinary as the goal. A kick-off luncheon was held April 11. Last year's drive brought in \$2 million from 40 agents. The agency was leader in 1955, with \$8 million in ordinary plus substantial A&S and group.

## Ferris Tells How A&S Ad Writers Can Keep in Step With NAIC Regulations

A 4-point program to help sales promotion and training men to meet the challenge of the National Assn. of Insurance Commissioners rules governing A&S advertising was advanced by Stuart C. Ferris, LIAMA senior consultant, at the annual A&S spring meeting in Chicago.

His four points: (1) approach the problem with a positive attitude, (2) determine the company's philosophy of merchandising, (3) create a measuring chart—and apply it, and (4) accentuate the negative.

Mr. Ferris said: "Let's accept the fact that the rules are here and that they are for the over-all good. If some prove unworkable, they can be changed in the future. So let's tackle them with a salesman's positive attitude!"

He explained that the new advertising rules define advertisements in three categories: (1) offer to contract, (2) invitations to inquire, and (3) institutional.

He suggested that sales promotion

men must determine which of these are being used and which might be used in the future. "Perhaps, in view of the new rules, we might change our past usage pattern."

In suggesting that a company should create "a measuring chart—and apply it," Mr. Ferris said "it is essential for a sales promotion man to contrive some method to keep himself straight on the details of the new code."

In demonstrating how a chart might be helpful, Mr. Ferris said: "For instance, the left-hand side of the chart could list the sections and subsections with qualifying words such as 'Does it mention dollar-time-cost?' Running horizontally across the top might be the headings for each type of advertisement, under the three main categories, with subheads or columns such as 'usually applies' and 'applicable to this advertisement'—'yes or no'—and 'does it conform?'—'yes or no'."

Mr. Ferris said he thought the "seeming negatives" can be handled quite simply and that in so doing a company will "wind up with sales better sold and more persistent business because of greater understanding." He illustrated an approach in which the agent clearly described certain key limitations and showed how, "in the final analysis, each limitation was for the benefit of the insuring public."

### Pru and N.Y. Life

#### Among Top Advertisers

Prudential ranked 90th and New York Life 99th among the 100 top magazine, newspaper section and network TV advertisers in 1955, according to Publishers Information Bureau, New York City. Mutual Benefit H&A. spent \$616,393 in network radio advertising the first seven months.

Prudential's \$2,119,630 total expenditure consisted of \$1,361,832 for network TV, \$747,953 for newspaper sections and \$9,845 for general magazines.

New York Life's \$1,838,674 total was made up of \$1,672,274 for general magazines, \$146,850 for farm magazines and \$19,550 for newspaper sections.

The figures were compiled for Publishers Information Bureau by Leading National Advertisers, Inc. They were based on measurements of 84 general magazines or groups, six farm publications, national TV networks and eight supplements to Sunday newspapers.

Network radio figures were eliminated from the bureau's report for the first time. Mutual Benefit H&A. was the only insurance company which spent more than \$500,000 in the first seven months, when the bureau stopped measuring this medium.

Insurance ranked 16th in advertising expenditures last year in a list of 30 industries. The insurance total was \$20,746,173 and the grand total for all industries was \$1,444,737,762. These figures were based on general and national farm magazines, Sunday newspaper sections and network TV. Network radio expenditures are excluded from 1955 but were included in 1954 when insurance spent \$19,585,230.

Prudential and New York Life spent \$2,391,042 and \$1,282,086, respectively, in 1954 for general and farm magazines, newspaper supplements, network TV and radio. These totals do not include newspapers, outdoor, spot TV, point of sale and similar advertising.

### 5 Million Extra Risk Policies

Five million life policies covering persons in impaired health or in hazardous occupations are in force, representing \$14 billion, according to Institute of Life Insurance. An analysis of extra risk policies indicated that one-fourth were for cardiovascular-renal impairments, one-sixth for overweight and underweight, and 30% for other physical impairments. One-fifth were for extra-hazardous occupations.

# HERE WE GO AGAIN . . .

We have just finished our greatest year.

Now here we go into 1956, with our Field force at its all-time peak in both number and ability, and naturally we expect this year to be better than last.

Hope yours is too.



THE  
NATIONAL LIFE  
AND ACCIDENT  
INSURANCE COMPANY  
HOME OFFICE — NASHVILLE, TENNESSEE



## Executives Named for New A&S Assn.

The executive staff of Health Insurance Assn. of America will be comprised of Robert R. Neal as general manager, John P. Hanna as general counsel, J. F. Follmann Jr., director of information and research, and Roy A. MacDonald director of company relations.

Mr. Neal has been resident Washington counsel for both H&A Underwriters Conference and Bureau of A&H Underwriters. He was president of the conference in 1952.

Mr. Hanna, managing director of the conference, joined it as attorney in 1947.

Mr. Follmann is general manager of Bureau of A&H Underwriters. He was with the Pennsylvania insurance department four terms before joining the bureau.

Mr. MacDonald is director of company relations of H&A Underwriters Conference. He previously was with the A&S department of Great-West Life.

### N.Y. Life Host to Japanese Men

Twelve Japanese life insurance executives who are observing the operations of representative U.S. life companies and organizations in the east and midwest visited the home office of New York Life. They met with Raymond C. Johnson, vice-president in charge of agency administration; Paul A. Norton, agency vice-president, and Arthur Browning, vice-president in charge of group. The 6-week visit to the U.S. is sponsored by international cooperation administration of the State Department.

### Study Savings Bank Life in Pa.

The rules committee of the Pennsylvania house has received a bi-partisan resolution directing the joint state government commission to study over-the-counter sale of limited amounts of life insurance by mutual savings banks and report to the 1957 general assembly with drafts of legislation necessary to carry out its recommendations. The measure was sponsored by Democratic floor leader Readinger and Republican floor leader Smith. Attempts to authorize over-the-counter life sales have failed in past legislatures.

### LIAMA Cites Southard for Service

LIAMA has awarded a certificate of merit to Sherman M. Southard, general manager of the agencies service department of Prudential and former chairman of LIAMA's quality business committee, for his work in the cause of conservation. The presentation was made at a committee meeting in Chicago.



**SURE! It's in  
NEW BABY GROUP!**

For complete details write your Gen. Agent or:  
The United States Life Insurance Co.  
IN THE CITY OF NEW YORK  
84 William Street, N. Y. 38, N. Y.

## FTC Schedule of Hearings Continues

Federal trade commission has taken under advisement cross appeals from decisions made by FTC examiner Hier on the FTC complaint against National Casualty. FTC also had scheduled for hearing April 10 at Dallas its complaint against National Bankers Life. Examiner Haycraft was to hear the case.

## Shenandoah Life Names O'Hara to Agency Post

Shenandoah Life has appointed George O'Hara agency secretary to succeed Charles C. Camp, who resigned. Mr. O'Hara has been with the Roanoke agency since 1949 and has completed the SMU institute course.

## Pru Sells 600,000th A&S Policy

Prudential has issued its 600,000th individual A&S policy. The company sold its first A&S policy in July, 1952. Sales last year hit a record \$21.6 million in annual premiums, up \$6,148,000. This record was made even though certain types of a newly designed policy were not sold until the year was well under way.

## Glow on Far West Insurer Stocks Brightest: Davis

California and west coast life companies will do better than the average company nationally, according to Shelby Cullom Davis, New York City, president of National Federation of Financial Analysts Societies, who discussed the advantages of investing in fire and life company shares at a meeting of Security Analysts of San Francisco.

Mr. Davis told the group that he finds fire company stocks more attractive now than in the past eight years and predicted they will do twice as well as the industrial average—barring more disastrous hurricanes.

For the long term, said Mr. Davis, life stocks are still the most attractive. He predicts that in a five-year period they will do better than fire company shares.

He forecast that auto companies are going to have lower earnings because of increasing accident frequency and continued high jury verdicts.

Speaking of west coast life companies, Mr. Davis said "they are thrice blessed"—first, by excellent management; secondly, because of their favorable situation geographically, and finally by their higher interest rates.

## 10 Mass. Companies to Sponsor Math Contest for Pupils

Ten Massachusetts life companies will sponsor a mathematics contest in May in high schools throughout the state to encourage well qualified young men to enter the actuarial profession.

The sponsors are Berkshire Life, Boston Mutual, Columbian National, John Hancock, Loyal Protective Life, Massachusetts Mutual, Monarch Life, New England Life, Paul Revere Life and State Mutual.

Examinations will be given May 5 in 10 centers in the state. Cash prizes totaling \$900 will be awarded to the 13 students who receive the highest marks. The contest will be held under the auspices of the mathematics club of University of Massachusetts. University representatives have been working on the project with a committee of Boston Actuaries Club.

The contest has been conducted annually without cash prizes for the last five years. Last year 301 students from 60 of the state's 440 high schools participated.

Your client may think

he is well insured

BUT ...

While he may have an adequate life insurance and retirement program, both programs may be seriously affected if he is disabled for a long period of time. Statistics show that, between the ages of 30 and 59, the danger of suffering a disability of three months or longer is greater than the hazard of death itself. You can offer realistic disability benefits — on either an Individual, Salary Allotment, or Group basis—with Provident's line of disability coverages guaranteed renewable through the normal working years. The premium rate is guaranteed, too. We'll be glad to tell you the full story.

**BROKERAGE BUSINESS INVITED**

**PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY**  
*Chattanooga - Since 1887*

LIFE ACCIDENT SICKNESS HOSPITAL SURGICAL MEDICAL

## EDITORIAL COMMENT

### Time to Stop Being So Polite

Isn't it about time for the life insurance industry to start hitting back—and hard—at the ever more powerful drive to pry people loose from money that ought to be going into life insurance and other forms of saving? Consumers are exhorted to buy, buy, buy, even though they haven't the money and won't be earning it for months to come.

How is the fellow who is in hock up to his ears going to buy any decent amount of life insurance? Or even pay for what he already owns, if there should be even a slight dislocation in his earnings rate?

These blandishments aimed at getting people to mortgage their paychecks far into the future have been growing more feverish and more effective. What's got us seething this time is a plan to provide consumers with a line of credit even before they've thought of anything to use it for. You just go to the bank and get yourself a nice line of instantly-available credit, so that whenever you see something you'd like that costs more than your available cash, your credit is all set. You write checks against this line of credit for any amounts, so long as the total doesn't exceed what the bank has ok'd you for.

This kind of insanity is not going to stop until some real weight is thrown against it. Unhampered by anything comparable to the New York expense limits on life insurance, the merchandisers of tangibles and services can spend billions to promote sales, lure the public into buying stuff it doesn't really need, and persuade them to keep up with the Joneses—who are so hard to keep up with because they are trying so desperately to keep up with the people that are trying to keep up with them.

It seems to us that the life insurance business is being much too amiable about this kind of competition for the public's dollars. People should be made to feel an acute sense of shame for failing to own adequate life insurance. The thoughtless jerk who buys a new car while failing to provide decent life insurance protection for his wife and kids should be wincing every time he looks at his shiny new bus. Its hearse-like bulk should remind him that when the real hearse carts him away, his family is going to have a rough time scrimping along on the trifling amount of insurance he has provided.

Instead of being ashamed of having an older car than the Joneses, or a

smaller house than the Smiths or going on less expensive vacations than the Robinsons, the simple truth is that people ought to be ashamed of having as little life insurance as most of them own.

People should take healthy pride in having good life insurance protection. Countless advertisers have proved that a most effective way to get action is to make people ashamed when they don't buy what is being advertised and snobbishly superior when they do. This appeal is even stronger than fear. People habitually live among so many perils that they get hardened to fear. The more serious the peril, the more they shrug it off—whether it's death, serious illness or the hydrogen bomb.

Shame and snob-appeal work better. A fine life insurance program should cause the manly bosom to swell with pride. It should bring its owner the same glow of satisfaction as he experiences in owning an automobile a foot longer and with 20 more horsepower than his neighbor's, or living in a house with a half a bath more than the one next door, or owning the first color television set in his neighborhood.

Of course, most men with dependents would feel shame and concern at having no life insurance at all. But unfortunately it takes a discouragingly modest amount of insurance to dull the pricking of conscience. Rather than a source of pride, the all-too-frequent feeling about life insurance is that it is a drag on family finances. The premiums are just that much that they can't be used for other, more immediately desirable purchases.

What can be done about this? A man can't very well walk around with a placard on him saying, "I'm insured for \$100,000," or whatever he owns. Yet there's no sensible reason to regard life insurance as such a personal matter, like having six toes or an alcoholic mother-in-law. Nonetheless, a man rarely talks about his life insurance in the adroitly casual way that he lets it be known that he is the fortunate possessor of an air-conditioned automobile or membership in the "right" country club.

People should be encouraged to brag a little about their life insurance without feeling that they are either bearing any personal secrets or indulging in unseemly boasting. When you consider how much of the average person's conversation consists of artfully tossing in information that makes him look good without really tooting his own horn, it's

impossible to believe that if a man really felt consciously pleased about his life insurance he wouldn't contrive to let people know something about it.

Perhaps part of the reason that this pride of possession is not more widely felt and expressed is that life insurance programs have become so complicated. It really isn't easy for the average policyholder to know just what he has. Back before settlement options became popular, a man would brag that he had \$5,000 of life insurance—probably adding that he was worth more dead than alive. It wasn't much by today's standards—or even yesterday's—but at least it meant that \$5,000 would be paid in cash to his widow.

Today there are so many different kinds of coverage that one man's \$50,000 term policy may cost him less and be worth less than a much smaller amount of solid, permanent insurance. You can't just say, "I own \$50,000 of life insurance" today and have it mean anything unless you also say what kind it is—group, term, ordinary, retirement endowment, term-on-term, or what not.

How can people talk about their life insurance in conversation if they don't know what they've got? Perhaps the answer is to describe the coverages in functional terms—not too easy, admittedly. But it's worth a try. After all, probably not one automobile owner in 1,000 could give you an accurate technical account of how his Hydra-Matic or Dynaflo drive operates. But he knows it frees him from gear-shifting and clutch-pushing, so he's happy with it, even though it costs more to buy and costs more in poorer gasoline mileage, higher service charges and heavier repair costs. Perhaps we worry too much about the policyholder's understanding of the technical details of his policies. Maybe the emphasis should be more on what the policy does.

At all events, the big push should be toward making the policyholder proud of his policy, making him appreciate the peace of mind it brings him, getting him to look down on others less fortunate who pursue their butterfly existences heedless of their lack of foresight.

Both in advertising and sales efforts, we believe the time has come to smack the public right in the face with their short-sighted materialism, the foolish optimism that sees nothing wrong in putting every kind of non-essential gadget ahead of adequate provision for the acute state of dependency resulting from the breadwinner's death. The person who buys an expensive new car with money that ought to go into life insurance premiums deserves to have the hearse backed up—and left

right in his driveway until he comes to his senses. The highest degree of sales pressure is fully warranted in the effort to transform such a creature from a pig into a man.

We believe that life company advertising that bluntly asks readers if they are buying new cars and other luxuries at the expense of a decent amount of insurance would be entirely justified. Of course, a lot of publications wouldn't permit this, for fear it would cost them their more lucrative automobile advertising. And of course, in rebuttal there would be a lot of nonsense spouted about sales of automobiles, appliances, and the like being a vital mainstay of the economy.

But an economy that depends on needless consumption that in turn depends on diverting money that should go into savings and insurance has something wrong with it. Certainly there is no justification, economic or otherwise, for people going shy on life insurance so as to have more money to buy more things they don't really need.

We've said this before and we'll probably have to say it a good many more times: Life insurance should quit letting itself be pushed around by its real competition, the merchandisers of tangibles. It should blast the complacency of smug citizens whose idea of "adequate" life insurance is pitifully unrealistic.

Men need to be made ashamed of inadequate life insurance holdings. They need to be made proud of a well constructed, reasonably adequate program. Not until then will the life insurance industry be in a position to slug it out on equal terms with the automobile manufacturers, the house builders, the appliance manufacturers, the furniture dealers, and all the other purveyors of present pleasures.

## PERSONALS

**James H. Braddock**, 2nd vice-president of the group department of New York Life, took part in a TV program in New York City discussing the role of the mathematician in business and industry.

**J. L. Brakefield**, director of public relations of Liberty National Life, addressed Advertising Club of Memphis.

**Col. George M. Chescheir**, 67, retired general agent for New England Mutual Life at Louisville and currently agent for the company there, is slated to become Kentucky's next civilian aide to the secretary of war, succeeding W. W. Gaunt Jr., a Louisville fire and casualty agent. As aide to army secretary

### THE NATIONAL UNDERWRITER

Life Insurance Edition  
EDITORIAL OFFICE:  
99 John St., New York 38, N. Y.  
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Assistant Editors: John B. Lawrence, Jr. and Eloise West.

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Murray 8-1634. Fred Baker, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. R. J. Wieghaus, Resident Manager.

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Copy Editor: William L. Finnerty.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 1-2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; George E. Wohlgemuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DETROIT 26, MICH.—502 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Manager for Indiana and Michigan.

ADVERTISING OFFICE:  
175 W. Jackson Blvd., Chicago 4, Ill.  
Telephone Wabash 2-2704.  
Advertising Manager: Raymond J. O'Brien.  
SUBSCRIPTION OFFICE:  
420 E. Fourth St., Cincinnati 2, Ohio.  
Telephone Parkway 1-2140.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 2-9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—1038 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. J. T. Curtin and Clarence W. Hammel, New York Managers.

NEWARK 2, N. J.—10 Commerce Ct., Tel. Mitchell 2-1306. John F. McCormick, Resident Manager.

OFFICERS:  
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Louis H. Martin, Vice-President.  
Joseph H. Head, Secretary.  
John Z. Herschede, Treasurer.  
420 E. Fourth St., Cincinnati 2, Ohio.  
Telephone Parkway 1-2140.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Fred L. White, Resident Manager.

PHILADELPHIA 9, PA.—1027 S. Broad St., Room 1127, Tel. Pennypacker 5-3706. Robert I. Zoll, Middle Atlantic Manager.

SAN FRANCISCO 4, CAL.—Flatiron Bldg., 541 Market St., Tel. Exbrook 2-3054. A. J. Wheeler, Pacific Coast Manager.





W. M. Brucker, Mr. Chescheir will serve as liaison officer between military and civilian authorities in Kentucky, making inspections of military installations in that state.

**Crawford H. Ellis**, president of Pan-American Life, has been named chairman of New Orleans committee of American industry, a division of national fund for medical education which is spearheading a nationwide appeal for \$10 million for 81 medical schools.

**Dr. Norvin C. Kiefer**, chief medical director of Equitable Society, addressed the annual conference of New Jersey state and local health officials in Trenton.

**Ray D. Murphy**, chairman of Equitable Society, will make "Some Observations on a Look to the Future" at an insurance breakfast on May 2 at the annual meeting of National Chamber of Commerce in Washington, D.C.

**Vincent C. Coffin**, senior vice-president of Connecticut Mutual Life, has added to his civic activities by accepting the presidency of National Travelers Aid Assn. His term is for two years.

**C. C. Frazier**, general counsel of H&A Underwriters Conference, is in Lincoln general hospital, Lincoln, Neb., recovering from an appendectomy performed April 4.

**Commissioner Pansing** of Nebraska has been named "Man of the Year in Advertising" by the Lincoln (Neb.) Ad Club. The award was made for Mr. Pansing's work in establishing the A&S advertising code.

**John D. Griffiths**, assistant superintendent of agencies of Jefferson Standard Life, has been awarded a trophy as "toastmaster of the year" of Downtown Toastmasters Club of Greensboro for his outstanding service to the organization.

## DEATHS

**WILLIAM M. ELLIS**, 54, district manager of Lincoln Republic Life in Philadelphia since 1935 and with the company for 30 years, died at his home in Philadelphia.

**WALTER S. HORNSBY**, 76, president and last of the five co-founders of Pilgrim Health & Life of Augusta, Ga., died of a heart attack in Augusta.

He was prominent in Negro business and civic activities in Augusta.

**JOSEPH P. KENEALY**, 44, manager of Metropolitan Life at Hammond since 1951, died in a plunge from a Chicago hospital. A CLU, he was a past president of Indiana Assn. of Life Underwriters and had helped organize and teach a training course for agents at Purdue university's Calumet center.

**ALBERT H. DAVES SR.**, 72, retired district manager of Durham Life in Winston-Salem, died in a Winston-Salem hospital.

**CHARLES C. BOUTILLIER**, manager of Connecticut General Life's Philadelphia claim office since 1939, died. He was the first president of the Philadelphia A&H Claim Assn. He joined the company in 1925 and was a claim representative at New York before going to Philadelphia.

## Coe Heads Publication Committee of MDRT

**Warren F. Coe**, Penn Mutual, Oshkosh, Wis., has been appointed chairman of the publications committee of the 1956 Million Dollar Round Table by MDRT Chairman Arthur F. Priebe, Penn Mutual, Rockford, Ill. Others named to the committee are William L. McKechney, Northwestern Mutual, Chicago, and Roy D. Simon, Penn Mutual, Chicago.

The publications committee has responsibility for printing the proceedings, which are valuable to all members but particularly to those members, always in the majority, who do not attend the annual meetings. Another responsibility is the printing and distribution of the speeches and other material given to members at the end of each session. These pages go into the ring binders supplied to each member when he registers.

The committee also takes care of having the program and membership roster printed. These are now printed in two separate booklets.



Warren F. Coe

## STOCKS

By H. W. Cornelius Bacon, Whipple & Co.  
135 S. LaSalle St., Chicago, April 10, 1956

	Bid	Asked	Week's Bid
Aetna Life	194	197	207
Beneficial Standard Life	32	32 3/4	33
Cal.-Western States	110	113	109 1/2
Colonial Life	120	125	125
Columbian National	Off	97	95 1/2
Commonwealth Life	23	24	24
Connecticut General	247	251	256
Continental Assurance	142	146	180
Franklin Life	85 1/2	87 1/2	89
Great Southern Life	94	97	94
Gulf Life	31 3/4	32 3/4	33 1/2
Jefferson Standard	132	135	135
Kansas City Life	1380	1400	1400
Life & Casualty Co.	37 1/2	38 1/2	39
Life Insurance Investors	14 3/4	15 1/4	15 1/4
Lincoln National Life	207	212	225
Missouri	26 1/2	27 1/2	26 3/4
National L.A.	88	90	93 1/2
North American Life, Ill.	23 1/2	24 1/2	24
Northwestern National	84	90	90
Ohio State Life	225	233	230
Old Line Life	59	63	59
Southland Life	120	125	127
Southwestern Life	112	118	114
Travelers	78	79	82 1/2
United, Ill.	27 1/2	28 1/2	28 3/4
U.S. Life	144	148	155
West Coast Life	54	56	56 1/2
Wisconsin National	57	60	59

## Routbort Named Head at Golden Jubilee Meet

Jules Routbort, Penn Mutual, was elected president of San Francisco Life Underwriters Assn. at the annual meeting which marked the association's 50th anniversary.

Elmer E. Scherf, California-Western States Life, was named vice-president, and Carl D. H. Prussing, Connecticut General, secretary. The new directors are Jack Garfein, John Hancock; Norman D. Johnston, Provident Mutual, and Jerome B. Tinling, Mutual Life of New York.

R. Edwin Wood, Phoenix Mutual, was awarded the Heron trophy for exceptional services on behalf of the industry.

## R. H. Van Beynum Leaves N.Y. Life for Ad Agency

NEW YORK—Robert H. Van Beynum, who has charge of New York Life's advertising, has resigned effective May 1 to join Benton & Bowles, New York advertising agency, as an account executive. F. L. Cooper, a senior member of the public relations staff, will succeed him. Mr. Cooper has been with the company 11 years and is also editor of NYLIC News, company magazine for home office personnel.

Mr. Van Beynum joined New York Life two years ago after having been with Nation's Business, THE NATIONAL UNDERWRITER, and the former New York Sun.

## Sielaff Goes With Franklin

Donald C. Sielaff has been appointed general agent of Franklin Life at Iowa Falls, Ia.

Mr. Sielaff, in insurance since 1949, formerly was with Ohio National Life.

## Kentucky Agents Rally Draws Record Crowd

The annual convention of Kentucky Assn. of Life Underwriters at Lexington attracted an all-time high registration of more than 500 and there was an attendance in excess of 600 at the banquet. The unexpectedly high turnout made it necessary to transfer the meeting to another hotel.

J. G. Weill, Mutual Benefit Life, Owensboro, association president, opened the meeting. There were talks by Morton Boyd, president of Commonwealth Life; T. E. Lipscomb, general agent of Penn Mutual at Louisville; L. E. Frantz, manager of Union Central Life at Louisville; Oren D. Pritchard, Union Central Life, Indianapolis, a trustee of NALU; A. C. Palmer, chairman of Insurance R&R; T. B. Rosser, Metropolitan, Dyersburg, Tenn.; E. P. Ripley, National Life of Vermont, Roanoke, Va.; Commissioner Thurman of Kentucky, and Tom Collins, a professional speaker.

In accordance with long tradition, Commonwealth Life was host at the luncheon and Blue Grass Life, Independence L.A., Kentucky Central L.A., Kentucky Home Mutual and Lincoln Income were hosts at the banquet. Otis Amis, general agent of Ohio State Life at Lexington, was general chairman.

## Book Tells How to Make Gifts

A new Insurance R&R publication, "Life Insurance for Charitable Bequests" by Paul D. Hill, tells how life insurance can be used to increase the size and effectiveness of gifts. Legal requirements also are reviewed. Copies are available from the publisher, 123 West North street, Indianapolis, at a single copy price of 95 cents.



Alexandria, Louisiana, in competition with 125 Districts of Life Insurance Company of Georgia, has won the Company's top award—the J. N. McEachern Trophy. The Alexandria District produced the Company's best record for the year in sales of life insurance and service to policyholders. The McEachern Trophy, recognition of this outstanding achievement, is presented annually. Alexandria, Louisiana is the twelfth District to receive the award.



MORE THAN A BILLION DOLLARS OF LIFE INSURANCE IN FORCE

## Accidental Death and Dismemberment?



## SURE! It's in NEW BABY GROUP!

For complete details write your Gen. Agent or:  
The United States Life Insurance Co.  
IN THE CITY OF NEW YORK  
84 William Street, N. Y. 38, N. Y.

## H. P. Anderson Retires from Life of Virginia

Harry P. Anderson, vice-president in charge of the combination agency field of Life of Virginia, has retired after 43 years' service.



H. P. Anderson

President Charles A. Taylor presented an engraved silver tray to Mr. Anderson at a luncheon and agency department officials gave him a golf bag at a dinner. A group of field associates presented him

with a Cadillac.

Mr. Anderson entered the business as a summer agent of Jefferson Standard Life between college terms and joined Life of Virginia at Columbia, S.C., in 1913. He was named associate manager at Birmingham two years later and manager at Shreveport in 1919. He opened the company's first combination office in Michigan in 1923

and was named general manager in Detroit in 1928.

Mr. Anderson entered the agency department in charge of combination agencies in nine states in 1930. He became supervisor of the entire combination field in 1937. While his duties have remained substantially unchanged since that date, he was elected assistant vice-president in 1942 and vice-president in 1949. He has been active in insurance organizations.

## Cummins Is Davenport GA

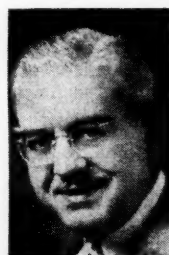
Jack O. Cummins has been appointed general agent at Davenport, Ia., for American Mutual Life of Iowa. Mr. Cummins entered insurance in 1935 and has experience in selling, recruiting, training and supervision.

## Buys Mansion for Ill. Office

The Vredenburgh mansion in Springfield, Ill., has been sold to A. H. Harris and his wife for approximately \$124,000. Mr. Harris is resident vice-president and general manager for Mutual Benefit H.A. and United Benefit Life in Springfield, and will use the home for the Springfield offices of the companies.

## Canner's Experience Encompasses Life, A&S

Walter W. Canner, whose resignation as president of the Hoey & Ellison Life Agency, Inc., of New York City was reported in last week's issue, has been in the life insurance business since 1923. Mr. Canner's resignation becomes effective May 1 when the agency retires from business and terminates its 31-year representation of Equitable



Walter W. Canner

of Iowa.

Mr. Canner entered insurance with Travelers at the home office and served successively at Cleveland, Rochester, N.Y., Columbus, O., and Yonkers, before going to New York City as assistant supervisory underwriter of A&S and later as assistant manager of the John street branch.

In 1945 Mr. Canner went to Chicago as assistant superintendent of agencies of Sterling, returning the following year to become brokerage supervisor for Connecticut General in New York City. He went with Hoey & Ellison agency as president in 1949.

Mr. Canner is a director of the New York City Life Underwriters Assn. and New York City Life Managers Assn., and is a former vice-president of the New York City A&H Club. He has addressed life insurance gatherings and written articles on life and A&S insurance. He was for two years president of the Trinity College Alumni Assn. of New York City. He was active in athletics in college and afterwards played professional basketball and did coaching.

Immediately following World War II, Mr. Canner had charge of the insurance section in the vocational guidance counselling activities sponsored by the Young Men's Board of Trade and the Sales Executive Club of New York.

## Nationwide Life Raises Two in Underwriting

Nationwide Life has realigned its underwriting staff and as a result is giving additional responsibilities and new titles to E. B. Tilton, formerly superintendent of life underwriting and now director of underwriting for life and A&H, and W. S. O'Brien, new director of underwriting training. As head of the new training department, Mr. O'Brien will be responsible for underwriting personnel, education, manuals and communication.

## American United Life Appoints 2 in Ind.

James R. Cuddy has been appointed southern Indiana regional supervisor for American United Life, and C. Keith Ryan, has joined the company as manager at Evansville, Ind. Mr. Ryan, a CLU, has been in insurance for 19 years at Cumberland, Md., and at Evansville. Mr. Cuddy, a former teacher and coach, started in insurance in 1954.

## Pacific Mutual Erects Clock

Pacific Mutual Life has completed the restoration of its "Time to Insure" clock on the roof of the home office across from Pershing Square in downtown Los Angeles. The new time piece replaces one taken down in 1940.

Larger and much more visible than the old clock, the new one is illuminated at night by 84 neon tubes which

generate 19,800 candlepower for clearer legibility of markers and hands. The new clock is one of the largest on the Pacific coast. Its height is 30 feet and the hands are made of aluminum stressed to withstand wind pressures. The illuminated sweep second hand is 12 feet long.

## Day Heads New Hancock Group Office in Miami

John Hancock has opened a group office in Miami and appointed Alexander C. Day state group manager in charge. He has been group manager at Jacksonville and New Orleans.

Charles Ullman has been named group manager at Jacksonville to succeed Mr. Day.

## Pension, Profit Plan Tax Appeals

Commissioner Harrington of the internal revenue service has said that taxpayers now may request a review by the national IRS office of an adverse decision by a district office in cases involving pension and profit sharing plans. Heretofore, a taxpayer could not take such a case directly to the national office on his own initiative.

## Supervising General Agents...

*why be satisfied  
with less than...*

### 1 TOP COMMISSION CONTRACT

### 2 an aggressive agency-minded company

### 3 modern policy contracts

### 4 COMPETITIVE PREMIUM RATES

### 5 proved, effective sales material

Supervising General Agents contracts available in Michigan, Alabama, Indiana, Pennsylvania, Arkansas, District of Columbia, Tennessee, Virginia, Georgia, Louisiana.

Territories are available for General Agents contracts in other states.

For full information, write Box L-78, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

## PROTECTION FOR THE OTHER HALF

Life underwriters looking for a relatively unexplored market may find it among the 45% of today's families who are renters.

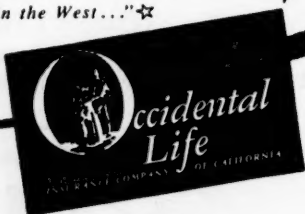
For while they own no homes, the rent demands payment every month just as insistently as mortgage payments do—even when the head of the family is disabled, or dead.

Men who worry about the rent if they should die or become disabled find a comforting answer in Occidental's Income Protection policy. Designed to provide monthly income at death, it will do that job—at lowest premiums—for any period of 10 to 50 years.

Supplemented with one of Occidental's time indemnity plans, it can also provide rent money when the insured is totally disabled.

One more use for a very versatile and popular Occidental plan—Income Protection.

"A Star in the West..." ☆



HOME OFFICE: Los Angeles  
W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO!"



## N. Y. Life to Erect Building for Records

New York Life will construct a 1-story building on a newly-purchased 32-acre tract in New Providence, N.J., to house its expanding records division. Certain supply operations will be transferred from New York to the new building.

The structure will have 154,000 square feet of office and storage space. Construction will start in a few weeks, and completion is scheduled for the spring of 1957.

The present records division build-

ing is located several hundred yards east of the new site. This structure, with 12,500 square feet of space, was purchased six years ago when experimental decentralization of records began. Thirty-five thousand square feet were added in 1951. Although the records are relatively inactive, there is always a demand for them. A direct wire to the home office makes data easily accessible.

## McSharry Named Group Representative at Atlanta

William S. McSharry has been named group representative at Atlanta for United Benefit Life and Mutual Benefit H.&A. The Atlanta office services Georgia, North and South Carolina, Alabama, Florida and Tennessee and is under the direction of W. F. Nicholson, regional group manager.

Mr. McSharry joined the companies in 1953 while still in college and has recently completed the home office group training program.

## Boston Mutual Cuts Premiums, Offers Low Rate Package Policies

Boston Mutual Life has reduced premium rates on ordinary life policies but the policy values will remain at their present level.

New package policies with low package basic rates have been introduced. Disability waiver, double indemnity and, on some plans, family income with disability waiver are available. Disability and double indemnity riders also are included in the juvenile package.

Ordinary contracts under \$2,500 are designated "regular" and those \$2,500 or more are "select." Select plans will receive a greater premium rate reduction than regulars.

If a policyholder does not desire the entire package, the premium for any extra benefits may be deducted from the basic rate.

## Mutual Benefit Writes Yale Plan

Mutual Benefit Life will write the endowment insurance for Yale university's class of 1956 gift fund in which an estimated 84 to 90% of the members will participate.

A fixed premium is paid directly to Mutual Benefit and, at the end of 25 years, the class gift fund receives the face value of the policies plus accumulated dividends. If a policyholder dies during the period, the gift fund at once receives the value of the policy and its accumulated dividends. The purpose of the gift is determined when it is presented to the university at the 25th class reunion.

## American Bankers Appoints Two

American Bankers Life of Miami has appointed Donald J. Wellenkamp supervisor of field service and promoted Joseph M. McCarthy to eastern supervisor of agencies.

Mr. Wellenkamp, who has been with Manhattan Life in Miami for six years, previously was vice-president of Service Life of Omaha and assistant secretary of Washington National of Evanston. He has been in the business 20 years.

Mr. McCarthy, with the company since 1945 and in charge of field service for the past year, formerly was with Reliance Life and Lincoln National Life for five years.

## Wants Separate Mont. Department

John W. Bonner, former Montana governor and a candidate for the Democratic gubernatorial nomination, has made establishment of a separate insurance department one of his campaign planks. He said a state insurance department, headed by a qualified non-political governor appointee, would cost about \$100,000 annually, which would be a small fraction of the \$1.4 million now received by the state in insurance premium taxes.

## Gardner to New Home Life Agency in L.A.



A. F. Gardner

Home Life of New York has opened a third agency in Los Angeles and appointed Albert G. Gardner manager. He has been assistant superintendent of agencies and director of training of Pacific Mutual Life.

The agency, to be located in the Westwood section, is quartered temporarily at the western sales division office, 633 Shatto place. It is the first of a group of new agencies to be opened on the west coast.

## College Fund to Columbian

Princeton university's class of 1956 has chosen Columbian National Life to create a memorial fund to endow the university at the homecoming in 25 years. The insurance to be used in the fund was written by Milton I. Weiss, general agent at Syracuse.

## Milwaukee A&H Men Hear Salesmanship Talk

Milwaukee A&H Underwriters heard a talk by Loring T. Hammond at the April meeting. Mr. Hammond is president of Moe Brothers Co., a Milwaukee industrial firm, and an instructor in salesmanship at Marquette and Wisconsin universities in Milwaukee.

Dale B. Potts, president of the state association, announced that the annual sales congress and convention would be held Sept. 20-21 at the Pfister hotel, Milwaukee.

## Maccabees Has Training Course

Maccabees is holding its fifth home office training course for new field representatives. The trainees spent the previous week taking the Purdue course. The home office course, conducted by Robert O. Shepler, field director, is designed as a continuation of the Purdue course.

## Correll Talks at Grand Rapids

Allen C. Correll, manager of the Wayne county branch (Detroit) of the Brink agency, Mutual Benefit H.&A., discussed "Prospecting" before Western Michigan A&H Assn. at Grand Rapids.



"Security is sure with Pacific Mutual"

says Virginia Howes, wife of John W. Howes (W. W. Stewart Agency, Los Angeles)

"As the mother of four, our 'Pacific Mutual Agents' Retirement and Insurance Plan' unloads a heap of worry from my mind. As for John, he likes the incentive in the Plan—says there's a real lift in seeing our security backlog grow as he climbs the Big Tree. And of course that's OK with me too!"

Virginia Howes accompanied her husband to the 1955 Pacific Mutual Big Tree Top Star Conference and National Convention.



**Pacific Mutual**

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GROUP INSURANCE

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to be held at the Edgewater Beach Hotel during April promises to be another outstanding reunion of qualified field associates from all parts of the country. A time of planning, instruction and review, it will be in keeping with Equitable Life of Iowa traditions wherein friendliness and common interests will add to the pleasures and benefits of all who will be in attendance.

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Young, Aggressive, financially solid company offers finest opportunity of a decade to top grade ambitious hard-hitting man to take full charge of promoting A & H in finest territory in the U. S. Must be 30 to 45, experienced with solid record of achievement. Must be capable of organizing, training, supervising sales-manpower. DON'T ANSWER unless you include complete personality and experience background in first letter. Personal photo appreciated. Write at once in confidence to The National Underwriter Co., Box M-2, 175 W. Jackson Blvd., Chicago 4, Ill.

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for

### GROUP MANAGERS

are available in Eastern states

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Syracuse, New York  
Pittsburgh, Pennsylvania  
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Canton, Ohio

If you have experience—just a little or a lot—in Group Sales, inquire about your possibilities with a rapidly expanding group department in this growing multiple line organization. Address your inquiry to Box L-96, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

### WANTED: TOP CALIBRE AGENCY DIRECTOR

Young Mid-South Life Company recently organized (Not In Texas) with more than a million dollars available to spend on business expansion and organization. Wonderful opportunity. Position immediately available. Address Box L-95, c/o the National Underwriter, 175 West Jackson Blvd., Chicago, Illinois.

#### TOP EXECUTIVE NEEDED—

To organize and completely administer sales program and home office for new 3½ Million Dollar Company. 1,000 stockholders, all in one Southern State. Salary plus valuable stock-option. Confidence respected. Only production-proven, sales-minded, overall experienced need apply. Box L-64, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

#### DEPARTMENT MANAGER

Well established General Insurance Agency in Ohio city of 100,000 desires to employ man to take charge of Life, Accident and Health Department. State production, training ability, age, salary requirements to Box L-82, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

#### GROUP INSURANCE SALES REPRESENTATIVES (SALARIED)

If you would like all the challenge and unlimited opportunity of a sales career without the usual uncertainty about income and the long, odd hours. . . .

If an important and responsible future with one of the largest and fastest growing Life Insurance Cos. in the U.S. interests you. . . .

OCCIDENTAL LIFE INSURANCE CO.  
OF CALIFORNIA

is now selecting young men, ages 22-32, for training leading to Sales Management in the Group Insurance Field.

Address inquiries to:  
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1151 S. Broadway, Los Angeles 54

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for

Middle west company now operating in two states—and will enter other states. Company is well established and has over \$21 million of ordinary life in force. Ample capital and surplus to write multiple lines. The man must be between 30 and 48 years of age—willing to travel—proven personal producer—with successful employing and training record. Company's present agency force can be expanded rapidly with our 3 highly specialized contracts and other line of standard policies. Compensation open on salary and bonus basis. Correspondence confidential. Give complete details. Our employees know of this ad. Reply to Box L-74, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

#### MANAGER WANTED NEW LIFE INSURANCE COMPANY

Life company in process of organization offers an opportunity to man experienced in management. Home office in Miami, Florida. Good opportunity for growth.

Write fully of experience, age, family and salary expected, enclosing photograph.

Replies will be held in strictest confidence. Our employees are aware of this ad. Reply Box L-91, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

### Union Mutual Offers Non-Can to 65 Policy

Union Mutual Life has introduced a noncancellable and guaranteed renewable to age 65 A&S policy known as the "pioneer," providing flexibility on a lower rate basis to permit tailor-made contracts fitting policyholders' needs.

The policy offers sickness benefits for 12, 18, 24, 36, 60 or 120 months and accident benefits for the same duration or for two or five years or for lifetime, depending on classification. Total disability is the only required benefit. Optional benefits available are partial accident, partial sickness, travel accident, accidental death and dismemberment, miscellaneous hospital expense, surgical and accident medical expense.

Total disability definition is the policyholder's own occupation for the first five years and, after that, any gainful occupation for which he is reasonably fitted. The policy also provides an incontestable clause of two years' duration; a 7-day waiting period in the 10-year contract; dismemberment benefits with all accidental death benefits, and foreign travel up to one year allowed without permit. There is no exclusion for aviation.

#### ACTUARIAL OPPORTUNITY

Expanding, medium-sized eastern company has opening for a man who has three or more examinations or Associateship standing in the Society of Actuaries. This is a splendid opportunity for a student to broaden his experience as preparation for Fellowship examinations. His responsibilities will not be confined to one department and possibilities of advancement are excellent. Present professional standing and business experience will be given appropriate recognition.

Send replies with outline of experience and personal information to: Box L-85, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

#### MOVING TO FLORIDA

I am a salesman with a proven and successful record of Life and A & H selling and organizational work, a self-starter with the necessary agency building know-how. I'm seeking a challenging Home Office agency position or a General Agency opportunity in Florida. Can furnish the finest of references as to ability, knowledge and reputation. Will be in Florida next month. Write Box NY-43, Advertising Dept., c/o The National Underwriter Co., 99 John St., New York 38, N. Y.

#### ACTUARIAL OPPORTUNITY

A recommended Combination Life Insurance Company located in the growing Southwest has unusual opening for an ambitious actuary between age 25 and 50. Give summary of personal data and experience. Reply will be kept confidential. Write Box L-97, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

#### ATTENTION: LIFE COMPANY

Attorney, experienced in agency, field force activities and operating departments on pensions, taxes, business insurance, estate planning, programming. 20 years with present home office large life company. Seeks responsible position on home office staff of another company. Box L-98, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

#### ATTENTION

Supervising General Agencies, Casualty and Life Companies entering or expanding A & H operation. Thoroughly experienced man available. Background in every phase of A & H business. Formerly Production Mgr. for U. S. of large Multiple Line Co. Write Box L-99, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.



## Lindstrom New Illinois Agents President

(CONTINUED FROM PAGE 4)

lots in the box—a procedure suggested to insure that no one but delegates voted. Since the first vote ended in a tie, credentials had to be passed out to delegates again and the whole voting procedure repeated.

Except for the contest for 2nd vice-president, all other officers, as nominated, were elected by a unanimous voice vote. They are: President—Carl E. Lindstrom, Travelers, Evanston, succeeding Mr. Moore; 1st vice-president—Glenn E. Lupton, Prudential, Peoria, and secretary-treasurer—Gerhard C. Krueger, Equitable of Iowa, Chicago.

The Rock River association claimed one of the reasons it insisted on having Mr. Frazer remain an officer was its desire to have representation from northern Illinois not just from Chicago area and Peoria in central Illinois.

Approximately 100 persons were present for the annual meeting on Friday and more than double that number were on hand for the sales congress the next day. Speakers at the sales meeting were Robert W. Leu, Massachusetts Mutual Life, Peoria; Lester S. Roscoe, director of field training, Occidental Life of California; M. Luther Hahs, Northwestern Mutual Life, Cape Girardeau, Mo., and Robert B. Hulsen, vice-president of Moorman Manufacturing Co., Quincy, Ill. Carl E. Lindstrom, president-elect of the Illinois association, and assistant manager of Travelers at Evanston, addressed the luncheon of the sales congress.

A. D. Crow, general agent for Lincoln National Life, Chicago, in his law and legislation committee report said the state association's number one objective during the 1957 session of the legislature will be to get a new agents' licensing act passed which will eliminate the temporary license, making it necessary for the new man to get a permanent license before he starts selling insurance or at least within a week or 10 days after he enters the business. He said such a law would, of course, require more frequent examinations in more localities throughout Illinois. It was explained that the temporary license is abused by persons who get into the business, sell a rash of insurance, and bow out without ever taking an examination for a permanent license.

Norman P. Jones, legal counsel at Springfield for the Illinois association, urged the members of all Illinois' 28 associations to get together with the senator and representatives in their respective districts to tell the lawmakers what they want in the way of legislation. He said legislators are influenced mostly by their constituents at the grass root levels. "I can speak to the legislators in the halls of the senate for you," he said, "but I'll still be considered by them as a lawyer representing a client."

For the first time, the Illinois meeting this year heard individual reports from the local associations. Of the 28 local associations in Illinois, 22 were represented at the meeting and a delegate from each reported on conditions back home, whether they be success stories, problems, or a mixture of both. This new procedure proved to be such a valuable interchange of information that it probably will be repeated at next year's meeting.

In other actions the membership voted a change in association by-laws which will transfer the status of a special agents' committee to that of a permanent standing committee, and also

adopted a resolution endorsing the candidacy of William E. North for NALU trusteeship. Mr. North is general manager of the northern Illinois branch of New York Life at Evanston.

In an address before the banquet of the meeting, William B. Minehan secretary of Northwestern Mutual Life, commented on rapidly increasing competition, the variable annuity, mutual funds, and other phases and facets of the investment and insurance industries. He neither condemned nor endorsed the things about which he talked but, instead, described them as interesting and worthy of analysis.

As for competition, he said, it is "furious, intensive and challenging, but let's not let it kill the industry." Determining what is the sensible and delicate balance appeared to be the vein of Mr. Minehan's searching talk. He said the variable annuity was spawned by the merry pace of the stock market. Should the stock market fall by 50 points, he said, talk about the variable annuity undoubtedly would cease for a time. Touching on mutual funds, Mr. Minehan said: "Tell me how well you can afford to die tomorrow, then I'll tell you what portion of your surplus you can invest safely in mutual funds."

At the popular Illinois Round Table luncheon of the meeting, Walter E. Fox, Union Central Life, Chicago, presented a "straight from the shoulder" sales message, declaring that he thinks a mediocre salesman with a lot of prospects can do better than the good salesman with few prospects.

Mr. Fox said he lines up a good supply of prospects by direct mail varying the letters he sends out from time to time as his understanding and interpretation of life insurance changes. He said his letters bring replies from all sorts of people, from the curious to company presidents and eventually results in 70% of his production, which is over \$1 million a year.

Mr. Fox says he starts out the day with a list of prospects so long he couldn't see them all in a month, explaining that this system keeps him busy and rules out the squandering of time on family errands and unessential details. Mr. Fox emphasized the importance of making a full time and objective effort. "Your job is not part time or something to be treated as a hobby," he said. "Only a hen can lay down on the job and get results." Mr. Fox also stressed the importance of learning how to separate true prospects from mere suspects. Prospecting, he said, is not merely getting names.

### Honor Evans on 20th Year with Home Life

John H. Evans, vice-president—sales, was honored at a luncheon on his 20th anniversary with Home Life of New York.

President William P. Worthington presented Mr. Evans a 20-year service emblem and Robert W. Bremner, manager in New York, gave him a pen and pencil desk set from Home Life Managers Assn. and congratulatory letters from field organization members.

Mr. Evans entered the business in 1929 and joined Home Life as agency field assistant. He headed his own agency in New York from 1945 until 1954 when he was named vice-president and manager of agencies. He was appointed vice-president—sales this year in charge of ordinary and group. He was the first to serve simultaneously as president of New York City Life Underwriters Assn. and Life Managers Assn.

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"Speaking of fire, North American field underwriters are really fired up over that new non-can S&A policy of ours—the contract that's guaranteed renewable to 65. It's the old story all over again—it takes quality tools to build a quality business!"

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### Fisher Is San Antonio GA for General American

General American Life has appointed S. J. Fisher Jr. to develop a multiple agency in San Antonio. Mr. Fisher, in turn, has appointed as district managers, Max Brunnemann, Harold Wellbacher and Virgil Wilson. Mr. Wilson has for some time headed a district agency for General American at San Antonio. Mr. Fisher began in the life business in 1946 with Prudential at San Antonio, later becoming an assistant manager there. He is a CLU.

### Manufacturers Life Installs "Giant Brain"

Manufacturers Life has installed an IBM 650 data processing machine at its home office. The company claims it is the first machine of its type to be put in operation in Canada although several others are on order for other Canadian corporations.

A committee to plan work for the "giant brain" was set up at Manufacturers Life two years ago and the jobs now programmed for the 650 are figuring policy reserves, calculation of dividends and the preparation of government statements.

In the main, however, the 650 will handle routine monotonous work and will greatly reduce mass handling of a big volume of complicated repetitive tasks.

### United L.&A. Starts Plan to Boost in Force by 100%

United Life & Accident, which now has more than \$200 million of life insurance in force, has inaugurated a five year program to double that amount, meaning that the company aims to have more than \$400 million in force by the end of 1960.

Four objectives have been established in the program. They are: 1. Growth and development of present agencies; 2. New agencies in states where United Life is now licensed to operate; 3. The preparation for licensing in states where United Life is not now licensed; and, 4. The addition of new agencies where the company is newly licensed. An expanded program of advertising, sales promotion and public relations also is being prepared.

### Pru Sets up New Region on Long Island Under Wachtel and Wiley

Prudential has established regional headquarters in Hempstead, N.Y., to supervise 12 district agencies east of Woodside on Long Island and has appointed Edgar M. Wachtel director of agencies with offices in the Fulton Hempstead building.

This territory formerly was supervised by the Brooklyn regional office, which now will cover only Brooklyn, Staten Island and western Queens.

Vernon D. Wiley, district manager in Hempstead, has been promoted to associate director of agencies as Mr. Wachtel's assistant.

Mr. Wachtel, who joined the company in 1942, has been associate director of agencies at regional headquarters in Philadelphia since last year.

### To Mutual, N.Y., Brokerage Job

William M. Treharne has been appointed brokerage supervisor of the Myer agency of Mutual of New York in New York City. Mr. Treharne, in the business since 1950, has been assistant manager and brokerage supervisor of Prudential at New York since 1954.

### Jefferson Sales Up 13% in Quarter

Jefferson Standard Life sales in the first quarter totaled \$53,281,338, up 13%, for the largest volume in any comparable period. Insurance in force reached \$1,483,112,047, up \$31,668,000, a 9% gain since March 31, 1955.

### Mich. State Students Vote for Group Life, A&S Cover

EAST LANSING, MICH.—Michigan State university students voted in favor of a proposed group life and accident program in a referendum conducted during spring term registration last week.

William Wurm, Highland Park, Ill., senior and chairman of the student government's insurance committee, said cost of the coverage under a tentative plan would amount to about \$10.50 per student per year, providing \$2,000 life cover, up to \$150 in surgical benefits, and \$500 for medical expenses in accident cases.

### 170 Qualify for Convention of Bankers Life of Neb.

More than 170 agents and general agents of Bankers Life of Nebraska have qualified for the company's convention at Jackson Lake lodge in Wyoming June 20-24. The lodge is in the Grand Teton country, south of Yellowstone National Park. The lodge will be occupied completely by Bankers Life representatives, their wives and children.

### United Benefit Life Changes Group Life Rates

United Benefit Life changed its group life rates effective April 4 to include a premium volume discount. This change will have its greatest effect on the groups with large memberships. Albert W. Randall, assistant vice-president in charge of group, said the new rates will result in more realistic premiums that more truly reflect the actual cost of group life. "The administrative expense of underwriting, issuing and servicing these groups," Mr. Randall said, "does not increase proportionately with the size of the group."



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## Fidelity Life, Ill., Picks 4 as District Managers

Fidelity Life of Illinois has appointed four new district managers, two of them in Wisconsin and one each in Iowa and Kansas. Named in Wisconsin are G. Richard Christiansen of Franksville and James Hayduke of Racine. James E. Ray has been named district manager at Belle Plaine, Kan., and Leonard Vogel at Clinton, Ia.

## New York Life Names Trusler and Penland

New York Life has appointed John F. Trusler manager at Toledo and Ted E. Penland manager at Johnstown, Pa., to succeed Mr. Trusler.

Mr. Trusler joined the company at Cleveland in 1945, was named assistant manager in 1950 and middle Atlantic division training supervisor in 1953. He has been manager at Johnstown since 1954.

Mr. Penland joined at Norfolk in 1948 and became assistant manager the following year. He was assistant and associate manager at Newark and southeastern division training supervisor before 1952, when he became manager at Scranton, Pa.

## Los Angeles CLU Sponsors Estate Planning Day

Los Angeles CLU chapter and the University of California at Los Angeles sponsored the annual estate planning day there which drew an attendance of 375 life agents, accountants, attorneys and trust officers. Speakers included Charles B. McCaffrey, director of advanced underwriter training, Northwestern Mutual Life; W. S. McClanahan, Bank of California trust officer; Attorneys Richard H. MacCracken and John R. Suckling.

## Form St. Louis Firm

Stuart J. Kingston and William E. Rench have established Kingston & Rench, employee benefit plans, at St. Louis. Mr. Kingston, an associate of Society of Actuaries, has actuarial firms in New York and St. Louis. He established a consulting actuarial office at St. Louis a year ago. Mr. Rench will act in an advisory capacity to the new firm, continuing as St. Louis general agent for National Life of Vermont.

## Occidental Names DeGroot

Occidental Life of California has opened its first general agency at Grandville, Mich., and appointed William DeGroot general agent. Mr. DeGroot joined Occidental in 1949 at Grand Rapids. In 1953 he was named agency supervisor there and the following year was appointed assistant manager.

## Security Mutual Ad Campaign Features Esther Bubley Photos

Security Mutual Life of Binghamton, N.Y., is running a series of seven advertisements in *The New York Times Magazine*. The advertisements consist of photographs by Esther Bubley, well-known photographer, with a few lines of copy below. The photos reflect typical human experiences.

## Protective Cites 5 for 1,000 Apps

Protective Life has awarded plaques and lifetime memberships in the App-a-Week Club to Earl P. Andrews, Montgomery; Herbert J. Baum, Birmingham; Robert W. Bishop, Guntersville; Frank E. Swearingen, Pine Hill, and Charlie Cole, Jasper. They submitted at least one application for life insurance each week for 1,000 consecutive weeks. Mr. Baum, oldest agent in point of service, was named honorary president of the "1,000 App-a-Week Club."

## Beauchamp Is Nashville Manager for Occidental



David N. Beauchamp

director of field training for two years before taking over his supervisory assignment.

David N. Beauchamp, former home office administrator of Occidental Life of California's Canadian operations, has been named manager at Nashville. Mr. Beauchamp succeeds Charles M. Broome III, who has resigned. Mr. Beauchamp joined Occidental in 1950 and was assistant

## Woodmen A.&L. Raises 3 in Claims Department

Woodmen Accident & Life has promoted three in its claims department. Milton E. Snow is claims representative for Wisconsin and Minnesota with residence at Eau Claire, Wis. He has been with the company since 1927 and was formerly claims supervisor. Leslie H. Noble, who joined the company in 1955 after two years with Prudential at Lincoln, Neb., has been appointed claims auditor. Marvin L. Carlson, who joined the company in 1953 as claims auditor, is now claims supervisor.

The company has appointed Robert Neuman, formerly group specialist at Madison, Wis., for Lincoln National Life, group sales supervisor.

## Younger Heads Agency

Occidental Life of California has opened an agency at San Rafael, Cal., and appointed Jack Younger general agent. Mr. Younger entered insurance with Aetna Life at San Francisco in 1951, later was with Continental Assurance, and in 1953 joined the Kamp Agency of New England Mutual Life at San Francisco. Mr. Younger is vice-president of Marin County (Cal.) Life Underwriters Assn.

## Dibos Joins K.C. Life

William G. Dibos has been named assistant director of field training for Kansas City Life. Mr. Dibos goes to Kansas City from Sioux Falls, S.D., where he had been in insurance two years.

## Japanese Life Men Visit Pru

Prudential played host at its home office in Newark to 12 leading life insurance men from Japan who are visiting the U.S. for six weeks to study methods. The group took part in discussions with Prudential experts on various subjects, with emphasis on variable annuities. They lunched with Valentine Howell, executive vice-president, and other officials and were conducted on a brief tour of the home office.

## Column on Insurance and SS

Associated Press Newsfeatures is offering newspapers a column on social security, pensions, retirement and insurance authored by Ray Henry of the AP's Washington bureau. Two of the three syndicated columns each week will deal with developments, trends and case histories of general interest. The third will answer readers' questions.

## Pacific Mutual Raises Cunningham

William Cunningham, assistant actuary of Pacific Mutual Life, has been assigned new actuarial responsibilities in the companies group department. Mr. Cunningham, an associate of Society of Actuaries, was with London Life before joining Pacific Mutual in 1953.



In the 16 states served by Life & Casualty Insurance Company of Tennessee, much talk is going around about the "LACEPS" buttons, bumper strips, and window signs being displayed by all Life & Casualty offices and personnel.

LACEPS means "Life And Casualty Executive Participator Salesman."

Life & Casualty's new Executive Participator Policy is known as "The Cadillac of Life Insurance Coverage," and, as a sales incentive to agents, managers, and district managers, the first prize for production is a 1956 Cadillac, or \$4,000 in cash.

Life & Casualty, "America's Fastest Growing Billion Dollar Life Insurance Company," has a position of leadership to maintain... our history-making sales incentive campaign to introduce the new Executive Participator Policy is but another milestone in the career of the life insurance company that is "going places."



LIFE INSURANCE IN FORCE

Well Over One Billion Dollars

"One of the Best"

... a reputation earned by Central Life's devotion to progress, consistent with Safety, Service and Quality through six decades... a reputation maintained by progressive leadership.

Insurance in Force over \$440 Million  
Assets over \$140 Million



Central Life ASSURANCE COMPANY  
HOME OFFICE DES MOINES, IA.

## Urge Changes in Credit A&S Rates, Practices in Texas

AUSTIN—Numerous instances of abuses, especially in the field of credit A&S insurance, were cited by witnesses at a public hearing on credit insurance rates before the Texas department last week. More than 250 officers of insurance companies and lending firms were present.

Aside from the criticisms, principal interest centered in proposed rate reductions up to 20% on credit A&S lines as submitted by William J. Walsh, general counsel of the Consumer Credit Insurance Assn., Chicago. According to Mr. Walsh, present Texas rates for monthly decreasing and level term life coverage in the credit field are consistent with national rates and do not need modification.

Other recommendations made by Mr. Walsh were as follows: That no policy writing fee be permitted; that the annual \$300 fee assessed companies writing consumer credit insurance be earmarked for hiring sufficient enforcement personnel, and that the amount and term of insurance be limited to the amount and term of the indebtedness.

Witnesses reporting abuses were: Maj. Milton Swett of Kelly air force base, San Antonio; Ted Hansen, Better Business Bureau of Houston, and three representatives of the Junior Bar Assn. Some of the witnesses criticized the business for "failing to police itself."

In turn, spokesmen for insurance companies generally took the position that "most of the evils involve the lender-agent and not the company." Among those testifying were: Calvin Huffman, American Guaranty Life, Austin and James Thomas, Eureka Life, Wichita Falls.

## Name Samuels GA of N. E. Life in Denver

New England Mutual Life has appointed Robert N. Samuels sole general agent at Denver on the retirement of Isadore Samuels, who has been general agent since 1923. William D. Samuels continues as assistant general agent, a post he has held since 1953.

Robert Samuels, who has been partner and co-general agent since 1953, joined the company in 1946 and was named supervisor in 1949. He is a CLU.

Isadore Samuels, who will continue to serve in an advisory capacity as associate general agent, is past president of Colorado Assn. of Life Underwriters and former trustee of National Assn. of Life Underwriters.



More than \$77 million in new business was written in a one day campaign to commemorate the election of Howard C. Reeder, left, to the presidency of Continental Assurance. Mr. Reeder receives congratulations from Joshua B. Glasser, president of the company's General Agents & Managers Assn., who secretly promoted the campaign from his Chicago office. It was the largest single day's production for the company and included \$7,370,000 in ordinary, \$64,300,000 in group, and \$5,759,000 in retirement and special plans.

## Brice, Cottle Advanced by Republic National Life

Joseph W. Brice has been named vice-president and J. Virgil Cottle assistant vice-president in the reinsurance division of Republic National Life.

Mr. Brice, formerly assistant vice-president in the reinsurance division, joined Republic National in 1947. He was with Retail Credit Co. before that, for 24 years as district manager in Texas.

Mr. Cottle also was with Retail Credit Co. before entering the insurance in 1948 as chief underwriter for another Texas company. He formerly was assistant secretary in Republic National's underwriting department. He is a past president of Texas Home Office Life Underwriters Assn.

## N. Y. Sets Up A&S Plan for All State Workers

Gov. Harriman has signed a bill to provide hospitalization, medical and surgical insurance for all New York state employees and retired employees and their families.

Employee contributions will be withheld from workers salaries and retired workers retirement allowances. There are 80,000 employees. The legislature has set aside \$1.5 million as the state's share of the estimated \$3 million first-year cost.

The president of the state civil service commission is authorized to contract for the insurance, subject to approval by an 8-member board to be set up within the civil service department. Four members will be named by the governor, two by the president pro tem of the senate and two by the speaker of the assembly. The board will administer the plan. The insurance may be written by any company licensed to do A&S business or by Blue Cross or Blue Shield. It is expected the plan will be offered to workers in three to six months.

## Allen Succeeds Peterson at St. Louis for Guardian

Guardian Life has appointed Robert D. Allen as manager in St. Louis. He succeeds Joseph T. Peterson, manager at St. Louis since 1935. Mr. Peterson has retired under the company's pension plan but will continue with the agency handling the business of his personal clients. He is a CLU.

Mr. Allen entered life insurance in 1947 with Mutual of New York at St. Louis, where he has been assistant manager.

## Franklin March Sales Top \$70 Million for New High

During March Franklin Life agents celebrated the company's 72nd anniversary with the highest production ever recorded for a single month. New sales during the anniversary campaign exceeded \$70 million, a gain of 27% over the same month last year.

## P. H. Jurnove, L. V. Dupre Named by Mutual Trust

Mutual Trust Life has appointed Paul H. Jurnove general agent at Hempstead, N.Y., and Leroy V. Dupre regional manager with headquarters at the home office in Chicago.

Mr. Jurnove has been a supervisor with the Tiedemann agency of Mutual Trust in New York city since 1951. He entered life insurance in 1937. Mr. Dupre formerly was general agent for the company at Kankakee, Ill. Before that for eight years he was with other companies at Chicago.



Shown at the A&S meeting of LIAMA at Chicago: John F. Welch, A&H vice-president of United States Life; Alfred G. Whitney, assistant director of research for LIAMA; Carl A. Ernst, director of the A&S department of North American L&C., and Walter F. Schmitz, assistant vice-president of Occidental of California.



Pictured at the A&S meeting of LIAMA at Chicago: Harland L. Knight, agency vice-president of Paul Revere Life; Fred G. Jarvis Jr., LIAMA consultant, and W. G. Alpaugh Jr., vice-president of Inter-Ocean.



At the LIAMA A&S meeting in Chicago: Thomas R. Pansing, Nebraska insurance director; W. W. Hartshorn, Metropolitan, and Ardell T. Everett, Prudential.



## Program Completed for Southern Cal. Congress

Los Angeles Life Underwriters Assn. will be host for the annual southern California sales congress to be held at Los Angeles, April 19.

Speakers include S. C. Collins, Metropolitan, Buffalo, president of NALU; Robert W. Osler, vice-president of Rough Notes Co.; E. O. Morgan, sales manager of Kieruff & Co., and Rev. R. I. Lindquist, pastor of First Presbyterian church of Hollywood.

There also will be a discussion by agents who achieved million dollar production for the first time in 1955, moderated by Fred W. Pierce, Connecticut General, president of the Los Angeles association. Panelists include W. A. Rogers, Mutual of New York, Santa Ana; R. A. Brown Jr., Pacific Mutual, Los Angeles; Alexander Alex, New England Life, Long Beach; R. O. Trom, California-Western States, Ventura; Mrs. Lena Steinberg, Equitable Society, Beverly Hills; Herbert Olsen, Mutual Benefit Life, Los Angeles; R. E. Thomas, Northwestern Mutual, Pasadena, and M. H. Grimm, Prudential, Whittier.



Clarence J. Skelton, senior vice-president of Republic National, a speaker at the LIAMA A&S meeting in Chicago, is pictured with W. E. Wright, vice-president and secretary of Pioneer Mutual.

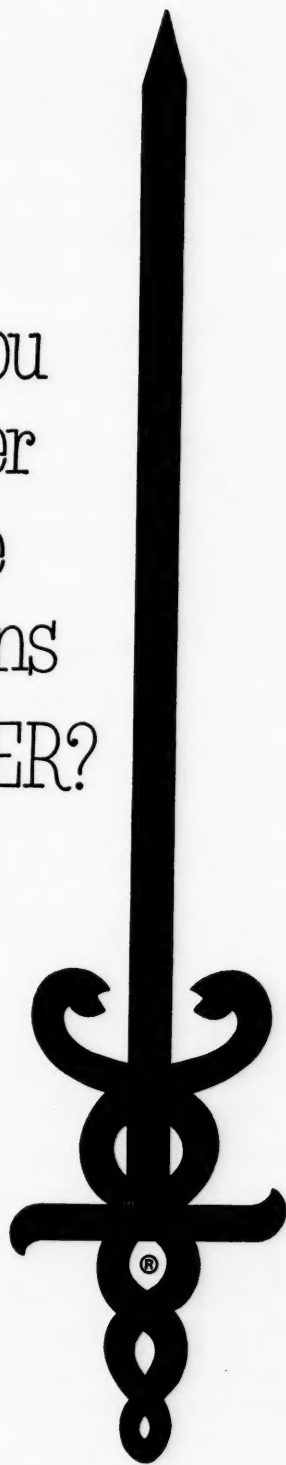
## Equitable Names Unit Managers

Equitable Society has appointed J. N. Phillips, Jack Bowman, Fred B. Cassity and Ronald A. Smith unit managers at Englewood, Colo., Watertown, N. Y., Salt Lake City and Los Angeles, respectively.

National Standard of Orlando has changed its name to National Standard Life.



Can you  
answer  
these  
questions  
on CANCER?



#### Does CANCER give early warning signals?

Often it does . . . and much of the progress against cancer is due to the fact that more and more people are aware of signs that may indicate cancer . . . and report them to their doctors promptly. These symptoms, *in the great majority of cases*, indicate some condition other than cancer. For your protection, know cancer's warning signals listed below.

#### Why is early diagnosis so important?

Because it increases the chances of cure. At least 50 percent of all cancers develop in parts of the body which the doctor can easily examine. This is why periodic examinations should not be neglected, especially by women over age 35 and men over age 40. The American Cancer Society estimates that 80,000 lives now lost yearly could be saved through earlier diagnosis and maximum use of present knowledge.

#### Are we gaining in the fight on CANCER?

"There has been progress—fine progress—against cancer." This heartening statement has been made by the American Cancer Society. For one thing, cancer death rates for women between 25 and 75 years of age have declined more than 10 percent since 1944. This means that 10,000 more women are now saved annually than would have been saved in 1944.

#### Are there any new "sure cures" for CANCER?

Not by any means! The only treatments by which cancer can now be controlled or cured are surgery, X-ray and other forms of radiation. Other methods of treatment . . . especially those claimed to be "sure cures" . . . should be avoided. Fortunately, the three accepted ways of attacking cancer are undergoing steady improvement . . . and ever-widening research on cancer holds promise for tomorrow's progress against this disease.

#### Cancer's Seven Warning Signals

1. Any sore that does not heal.
2. A lump or thickening in the breast or elsewhere.
3. Unusual bleeding or discharge.
4. Any change in a wart or mole.
5. Persistent indigestion or difficulty in swallowing.
6. Persistent hoarseness or cough.
7. Any change in normal bowel habits.

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### Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.



This advertisement is one of a continuing series sponsored by Metropolitan in the interest of our national health and welfare. It is appearing in two colors in magazines with a total circulation in excess of 31,000,000 including Collier's, Time, Newsweek, Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Redbook, Reader's Digest, National Geographic.

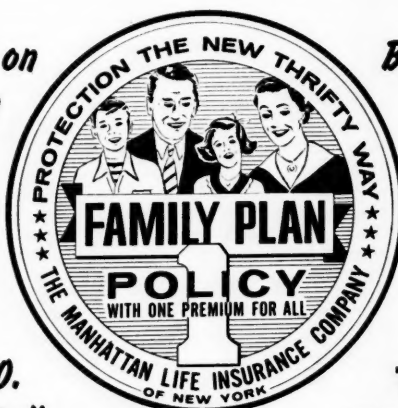
# THE MANHATTAN LIFE ANNOUNCES

## *A New Policy*

### SPECIALLY DESIGNED FOR THE YOUNGER FAMILY MAN

*Payor Provision on  
Applicant Included in  
All Family Plan Policies.*

☆  
*Standard Policies Include  
Waiver of Premium  
on Applicant,  
Effective to Age 60.  
Ask for Details.*



*Before we Announced this New  
Manhattan Life Policy,  
we "tried it out" on a  
Representative Number of  
Typical American Families.  
Did they go for it?*

**THEY DID...  
IN A BIG WAY!**

☆ ☆ ☆ ☆ ☆

## *Highspots of the NEW MANHATTAN LIFE FAMILY PLAN POLICY:*

**1.** Applicant and his wife must be age 40 or less. **2.** Each dependent child may be of any age less than 20 nearest birthday. **3.** Maximum issue: One Unit, as follows: Father \$4,000 . . . Mother \$2,000 . . . Each dependent child: \$1,000. Any number of children may be included in policy. If the father is living at end of 20-year period covered by the policy, the plan matures as an Endowment . . . Insurance on the mother

payable at death prior to end of 20 years . . . Insurance on any child payable on death prior to age 20. **4.** Lesser amounts than One Unit will be issued, but not less than one Half Unit. **5.** The policy is participating.

. . .

The Family Plan Policy has been approved by the following state insurance departments. Sub-standard issues also approved, except as noted. New York — Arizona — California — Colorado — Delaware\* — Florida — Michigan\* — Oregon — Pennsylvania as well as District of Columbia\* and Territory of Alaska.

\*Sub-Standard issues not yet approved.

**For Descriptive Literature, Premium Rates, and Any Other Information,  
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Our 2nd Century  
**THE MANHATTAN LIFE  
INSURANCE COMPANY**  
*of New York*

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